THE LIBRARY OF CONGRESS
1800

Scanned from the collections of
The Library of Congress

AUDIO-VISUAL CONSERVATION
at The LIBRARY of CONGRESS

Packard Campus
for Audio Visual Conservation
www.loc.gov/avconservation

Motion Picture and Television Reading Room
www.loc.gov/rr/mopic

Recorded Sound Reference Center
www.loc.gov/rr/record

Scanned from the collections of
The Library of Congress

Packard Campus
for Audio Visual Conservation
www.loc.gov/avconservation

Motion Picture and Television Reading Room
www.loc.gov/rr/mopic

Recorded Sound Reference Center
www.loc.gov/rr/record

PUBLISHER'S BINDING

5 APR 27
COPY - 1956

FIRST IN FILM NEWS

MOTION PICTURE DAILY

VOL. 76. NO. 1 NEW YORK, U.S.A., THURSDAY, JULY 1, 1954 Quigley TEN CENTS

City Tax Starts

Step Up Probe Of Fractional Issue of Tax

Lawyers Seek to Prove Levy Violates the Law

As the New York City five per cent amusement tax goes into effect today, 13 days after Mayor Wagner signed it into law, exhibitor counselors are stepping up their investigation of the tax's major fraction provision, which they intend to prove will violate the state law empowering the city to levy the tax.

Irving Greenfield, assistant to Loew's Theatres general counsel, yesterday said legal representatives of New York City exhibitors are studying the tax law with an intent to bring a motion into the State Supreme Court declaring the tax "inviolate of the state's enabling act."

Greenfield was referring to a provision in the tax which would permit the city to levy as much as six per cent on certain admissions. The state

(*Continued on page* 7)

Para.'s L.A. Branch Wins Zukor Drive

Paramount's Los Angeles branch, managed by Alfred R. Taylor, was first among the ten winning branches in the Adolph Zukor Golden Jubilee Salute sales drive, A. W. Schwalberg, president of Paramount Film Distributing Corp., announced yesterday.

Second and third positions were captured by Chicago and New York, respectively. J. H. Stevens is Chicago branch manager, and Myron Sattler is New York branch manager.

Winning salesman in the drive was

(*Continued on page* 7)

Eastman Ceremonies In Rochester July 12

ROCHESTER, June 30.—The centennial of the birth of George Eastman, founder of the Eastman Kodak Co., which will occur on July 12, will be marked by a ceremony in the Eastman Theatre here at which the U. S. Post Office Department will release a commemorative stamp bearing the Eastman likeness.

The ceremony will mark the culmination of several days of special observances honoring Eastman as an inventor, industrialist, civic leader and philanthropist.

K.R.S. Head Chides John Davis in U.K. Break-Figure Fuss

LONDON, June 30.—Yet another industry leader has joined the publicly conducted Eady Plan controversy here. Latest participant is Sir David Griffiths, president of the Kinematograph Renters Society, who refutes John Davis's, managing director of the J. Arthur Rank Organization, allegation "that certain members of the K.R.S. were attempting to get the C.E.A. into the position of being the people who stopped the Eady Scheme from operating."

Sir David says: "I think Mr. Davis should bring some evidence to support such a statement, and in this connection I suggest he should consult Mr. Hargreaves, the representative of General Film Distributors on the K.R.S., to inquire if he has ever heard such an intention expressed or implied at any meeting of the K.R.S.

"May I remind Mr. Davis that the K.R.S. has repeatedly offered to go with the C.E.A. for consultation with the Board of Trade in relation to the break figure dispute, and that this suggestion has never been accepted by the C.E.A.?

"May I remind Mr. Davis also that

(*Continued on page* 7)

Pembrex Will Unveil New Optical System

HOLLYWOOD, June 30. — The Pembrex Corp. will demonstrate within two weeks at an undesignated major studio a new optical system which, it is claimed, will give 20 per cent more light on the screen and a markedly improved image, the company disclosed.

Moclair Named Roxy Managing Director

William Moclair has been appointed managing director of the Roxy Theatre here by Charles P. Skouras, president of National Theatres. Moclair, formerly house manager and acting head of the theatre since his predecessor, Dick Dickson, returned to the Coast, has been with the theatre since 1937.

William L. Miller, assistant manager, has been promoted to house manager of the Roxy.

$77,114,000 Allotted Information Agency

WASHINGTON, June 30.—Congress approved and sent to the White House a bill appropriating $77,114,000 for the operations of the U. S. Information Agency in the year starting tomorrow.

This was much closer to the $75,814,000 originally voted by the House than to the $83,814,000 originally voted by the Senate. A House-Senate conference produced the final total. The Administration had asked $89,000,000 for the agency.

Just how the Motion Picture Service will fare will be up to the agency to determine. The film branch would have received $2,931,000 under the original House bill and $3,931,000 under the original Senate bill, so that the amount it finally gets will be somewhere between those figures, but obviously closer to the House total. The film program would have received $6,964,000 under the original budget request of $89,000,000 for the entire agency.

Suspended

Allied's Stock Purchase Plan Is in Eclipse

Not 'Dead' But Makelim Plan Gets Preference

WASHINGTON, June 30. — Although Allied States leaders who visited here this week and met to discuss current exhibition problems insist that Allied's plan to influence production-distribution company policies by acquiring voting rights to their stock is not dead, it appears to be in a decidedly comatose state at the moment.

It was ascertained that there was no discussion of the stock and proxy acquisition plan at the meeting here and one Allied official indicated that the plan was "suspended" until the Makelim production plan has had a chance to move along.

Another Allied leader who insisted the stock plan is not dead, said Allied did not believe it advisable to "take too big a bite" at one time and that the plan could be reactivated if and

(*Continued on page* 7)

CIO Film Union to Affiliate with IA

The Association of Documentary and Television Film Craftsmen, with approximately 300 members engaged at independent studios in the New York City area, has voted to disaffiliate from the National Association of Broadcast Employes and Technicians (CIO) and to dissolve so that its members may join the International Alliance of Theatrical Stage Employes and Moving Picture Machine Operators of the United States and Canada (AFL).

This action followed a joint meeting of ADTFC representatives and

(*Continued on page* 7)

Studio Employment Rose 19.4% in May

HOLLYWOOD, June 30. — The production pickup that began in April, following a long lull, resulted in a 19.4 per cent increase in studio employment in May over same month last year, according to statistics reported by the Security First National Bank, which works in close contact with the State Division of Industrial Relations

(*Continued on page* 7)

NEW PACT WITH ITALY SIGNED; FOR 2 YEARS STARTING SEPT. 1

By ARGEO SANTUCCI

ROME, June 30.—Eric Johnston, president of the Motion Picture Association of America, and Eitel Monaco of ANICA, the Italian government film organization, today signed a new two-year agreement governing American film imports here and remittances of earnings to America. The new agreement becomes operative Sept. 1.

Details of the agreement were not announced inasmuch as Johnston reserved to himself the right to disclose them to MPAA members following his return to Washington, where he is scheduled to arrive on Sunday. Meanwhile, the official statement announcing the signing said merely that "the free importation of American motion pictures has been respected."

However, it has been widely re-

(*Continued on page* 10)

Texas to Welcome Cinerama Today

DALLAS, June 30. — The Texas State Fair Band and a 90-member bagpipe group flown here from Oklahoma City will be prominently featured in large-scale welcome ceremonies tomorrow which will greet Cinerama at its Lone Star State debut which will be held at the Melba Theatre. Radio coverage is planned.

Guests on the opening night will in-

(*Continued on page* 7)

PN 1993
.M43

Personal Mention

ROBERT J. O'DONNELL, vice-president and general manager of the Interstate Circuit, left New York yesterday for London via B.O.A.C. Monarch.

•

JOSEPH MASON, of the Columbia Pictures purchasing department, is the father of a son born Tuesday to MRS. MASON at Physicians Hospital, Queens.

•

LEONARD SPIGELGASS, M-G-M writer, arrived in New York from the Coast on Tuesday and will sail from here aboard the "Liberte" on Saturday for Europe.

•

BOB MATHIAS and his wife, MELBA, both of whom play themselves in "The Bob Mathias Story," will arrive in Atlantic City from Hollywood tomorrow.

•

JOSEPH S. BORENSTEIN, manager of the Stanley Warner Strand, New Britain, Conn., and MRS. BORENSTEIN are observing their 25th wedding anniversary.

•

DORIS JOHNSON, secretary to PHILIP SMITH, president of Smith Management Co., Boston, will marry WALTER BAMBERG, of Dorchester, Mass., in mid-September.

•

BEN DOMINGO, managing director of the Keith Memorial Theatre, Boston, has left there with his family for a Cape Cod vacation.

•

FLORENCE ABRAMSON, secretary to ARTHUR KRIM, president of United Artists, left here yesterday by B.O.A.C. Monarch for England.

•

JULES LIVINGSTON, branch manager for Republic Pictures in Cleveland, is confined to Mt. Sinai Hospital there following a heart attack.

•

SIDNEY KULICK, of Bell Film Exchange, has returned to New York from Albany.

•

CONNIE CARPOU, M-G-M salesman in Oklahoma City, is in New York from there.

•

RAY MCNAMARA, of the Allyn Theatre, Hartford, will leave there at the weekend for Cape Cod.

•

JOSEPH LIBERTO, assistant manager of the Stanley Theatre, Baltimore, has left there for New England.

•

SAM PERLOFF, office manager for M-G-M in Atlanta, is in New York from there.

•

JAMES BOYLE, field exploitation man, is in Memphis from New York.

•

GARY COOPER arrived here yesterday from Hollywood.

John Brobst, 69

COLUMBUS, O., June 30.—John Brobst, 69, former electrician at the Loew's Ohio and recently retired, died here.

Motion Pictures Weren't Invented When Columbus, O., Passed Blue Law

COLUMBUS, June 30.—Motion pictures weren't invented until a half-century after enactment of a local "blue law" which forbids Sunday theatrical performances, so they're not included in the list of entertainments which were forbidden on the Sabbath. The ancient law was uncovered by local newspapers during a squabble over another law which forbids sale of groceries on Sunday. The ordinance against Sunday shows includes: "An equestrian or circus performance of jugglers, acrobats, rope dancing, sparring exhibition, a variety show, Negro minstrels, living statuary, ballooning, theatrical and dramatic performances." Police do not plan to enforce the anti-entertainment law.

A.A. Names Board To Pass on Titles

HOLLYWOOD, June 30. — In a move to do away with title difficulties which have become a growing problem in the industry, Allied Artists studio has set up a committee which will pass on titles for all productions planned by the company.

Availability, merchandising value and marquee power of picture names will be sifted at the inception of work on any film. Definite title will be picked after consultation with Allied Artists sales department and selection will be final.

By eliminating title switches the studio feels it will avoid loss of publicity value which always results when name change occurs during or after production. Title committee at Allied Artists will consist of G. Ralph Branton, vice-president; Walter Mirisch, executive producer; John C. Flinn, director of publicity and advertising, and Sandy Abrahams, advertising manager.

Radio, TV Shows to Promote 'Obsession'

Universal Pictures has set a television and radio participation campaign on "Magnificent Obsession," on eight network programs over a five-week period designed to reach an estimated audience of 308,000,000 people from coast to coast.

The eight programs are "give-away" or audience participation programs and they are scheduled to start plugging "Magnificent Obsession" July 6 and to continue through Aug. 8. "Magnificent Obsession" will have its world premiere at the RKO Palace Theatre in Cleveland on July 15 with almost simultaneous openings in key cities.

FPA to Demonstrate Color TV Pictures

The Film Producers' Association, in cooperation with NBC has completed a special series of films for color TV and will hold an invitation closed circuit showing on July 12 at the Colonial Theatre here.

The demonstration will be the first to feature 35mm. as well as 16mm. color.

The FPA, which represents the bulk of the major film producers in New York, has been working in close collaboration with NBC for many months, shooting tests on three main types of film available.

'Egyptian' Exhibits Set for 267 Cities

More than 267 cities across the nation will be visited by 20th Century-Fox's two mobile exhibits on Darryl F. Zanuck's personal CinemaScope production of "The Egyptian" in the campaign scheduled to get underway Tuesday, it was announced yesterday.

One truck will tour the Northern section of the country while the other will cover the Southern region in an attempt to generate public attention for the lavish production three months in advance of its world premiere.

Preparing for the visits of the trucks in the Northern and Southern regions respectively will be Leo Pillot, special events director of the company, and Edward Feldman, publicity department staff member.

Tapes for G.I.'s Completed by HCC

HOLLYWOOD, June 30. — The Hollywood Coordinating Committee here announced the completion of a series of recorded interviews with film personalities for use by the Freedoms Foundation of Valley Forge in promoting the "What America Means to Me" contest to be conducted by the foundation among servicemen in this country and abroad.

Personalities enlisted for this HCC project, scheduled in cooperation with the Office of Armed Forces Information and Education, were: Jeff Chandler, Glenn Ford, Clark Gable, William Holden, Sterling Holloway, George Montgomery, George O'Brien, Ronald Reagan, Robert Ryan, Robert Stack, Tennessee Ernie, Jack Warner and Jack Webb.

The series will be broadcast to GI's through the facilities of the Armed Forces Radio Service.

Chicago Tent Honors 'Uncle Joe' Swedie

CHICAGO, June 30.—Variety Club of Illinois, Tent No. 26, presented its "man of the year for 1954" award to 47-year-old mechanic Joseph Anthony "Uncle Joe" Swedie. Swedie known for six years only as "Uncle Joe" by ailing children and officials of several hospitals, was honored at a testimonial in the Congress Hotel.

"Uncle Joe," it was discovered recently, is a bachelor, a Chicagoan and World War II veteran, who has quietly devoted himself to making sick children happy by showing them movies at his own expense.

Seventeen Inducted Into Paramount's 100 Per Cent Club

Seventeen distribution employees in Paramount's five divisions have been inducted into the company's "100 Per-Cent Club."

The "100 Per Cent Club" was established by Paramount 29 years ago for the purpose of recognizing accomplishment. Membership is limited to persons whose work has been constantly outstanding throughout the previous year.

The new "100 Per Cent Club" members are:

Eastern-Southern Division—Gordon W. Bugie, salesman, Albany; Joseph Cutrell, salesman, Charlotte; John Huff, office manager-head booker, Atlanta, and Anthony Mercurio, office manager-head booker, Buffalo.

Mid-Eastern Division—Betty R. Fussner, head booker, Detroit; Harold Henderson, salesman, Pittsburgh, and Anthony Lomonaco, booker, Philadelphia.

Central Division—Howard DeTamble, salesman, Chicago; James F. Ondracek, head booker, Chicago, and Linford Pitts, salesman, Omaha.

South-Central Division—Henry T. Bahner, office manager-head booker, St. Louis; Thomas S. Donahue, salesman, Memphis, and Lillard C. Wayland, salesman, Dallas.

Western Division—Milton S. Anderson, salesman, San Francisco; Harlan Brunt, head booker, Los Angeles; Francis Doty, salesman, Portland, and Robert Blair, merchandising representative, Los Angeles.

Ondracek, Bahner, Donahue and Brunt had been members of the "100 Per Cent Club" in the past.

Balcon and 'Brucke' Win Selznick Prizes

The Golden Laurel Trophy, presented each year by David O. Selznick, has been won this year by Sir Michael Balcon, production chief of the Ealing studios, London. Selznick donates the trophy annually to a European film maker for consistent contribution, through production of motion pictures of outstanding merit, to mutual understanding and goodwill among the peoples of the world.

Some of Sir Michael's best known productions at the Ealing studios have been "The Overlanders," "Passport to Pimlico," "Tight Little Island," "Kind Hearts and Coronets," "The Lavender Hill Mob" and "The Cruel Sea."

The Golden Laurel Award, companion citation to the Golden Laurel Trophy, and which is presented each year by Selznick to European films that do most to promote mutual understanding and goodwill, has been won this year by the Austro-Yugoslav picture, "Die Letzte Brucke," produced by Cosmopol Films, Vienna, directed by Helmut Kautner and starring Maria Schell, Bernard Wicki and Barbara Rutting.

Golden Laurel Medals were voted to "The Conquest of Everest" (British) and "La Guerra de Dios" (Spanish).

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

'Ambiguous'

NARTB Head Warns Against TV Measure

WASHINGTON, June 30.—Harold E. Fellows, president of the National Association of Radio and Television Broadcasters, told the House Armed Services Committee that under a pending bill, the armed services "might unintentionally establish authority for the operation of government-owned broadcasting facilities in competition with those operated by private citizens."

The bill was originally designed to permit the military to set up radio and television broadcasting facilities at overseas installations or isolated posts in the U. S. Fellows declared that the bill was ambiguously written and lacked proper safeguards to make sure that the military did not get into competition with private broadcasters. He suggested various amendments to make sure this wouldn't happen.

Mexico Distributors Face Strike July 12

MEXICO CITY, June 30.—Operators of the Churubusco-Azteca, Clasa and San Angel Inn studios have granted salary increases of from four to 20 per cent to members of the National Cinematographic Industry Workers Union (STIC), thus eliminating the possibility—for these studios, at least—of the threatened strike scheduled for July 12. The strike threat remains, however, for American and other foreign and Mexican distributors, as well as for the operators of 1,200 theatres throughout the country.

The distributors stress that they are now paying the highest wages in Mexico for the services involved. They point out that the devaluation of the peso, now worth eight cents, has increased their costs to the point where they are unable to meet the STIC demand for a 35 per cent hike.

The Labor Ministry is seeking to avert the walkout aimed at the distributors, since such a development would result in the shutting off of product from the theatres.

2,000 Attend Italian VV Demonstration

ROME, June 30.—The Italian demonstration of VistaVision, held here at the Supercinema Theatre, attracted 2,000 viewers including over 700 exhibitors. Several times during the showing of the special VistaVision reels, the sound track was drowned out by audience applause.

Example of the widespread interest in Paramount's spectacular new process of production and screen presentation is found in the fact that director Raoul Walsh interrupted his current shooting schedule on "Helen of Troy" for a full day in order to allow the cast and technical crew to attend the VistaVision demonstration, and Metro-Goldwyn-Mayer officials presently conducting an Italian convention called off all meetings for a full day to allow all personnel to be present.

Hitchcock Planning 2nd Para. VV Film

A comedy tentatively titled "Trouble With Harry" scheduled to go before the cameras in the fall, will be Alfred Hitchcock's second VistaVision production for Paramount release, Hitchcock declared here yesterday. It will be filmed on location in New England, he said, and added that casting has not yet been completed.

Hitchcock yesterday flew to the Coast where he will finish work on "To Catch A Thief," the VistaVision production in color which he has been directing for Paramount in the South of France.

Sees 'Costume' Films Back

The current trend of shooting on location and particularly abroad was viewed by the director as merely part of a cycle. He pointed out that before the advent of talking pictures, most of the silent films were shot in whatever location the story called for. When sound became a factor, technicians found it difficult to control stray noises and production shifted to the Hollywood lots. With modern advances and techniques the pendulum has started its return journey and the lots are slowly but surely relegated to "costume pictures" once again, declared Hitchcock.

Goldstein Sets 2nd Picture for UA

"Stranger on Horseback," a Technicolor western, will be the second film to be made by Leonard Goldstein Productions under its new ten-picture releasing arrangement with United Artists.

Robert Goldstein will produce and Jacques Tourneur will direct "Stranger on Horseback," which is scheduled to go into production in Hollywood shortly after the start of the first film on the Leonard Goldstein program, "Black Tuesday."

Dutch Concern Signs For Chromatic Tubes

Chromatic Television Laboratories, Inc., makers of the Chromatron (Lawrence) color TV tube has signed a licensing arrangement with N. V. Philips of Eindhoven, Holland, Richard Hodgson, president of Chromatic, announced.

"The Philips organization including Mullard, Ltd., its affiliated tube-manufacturing British company, have undertaken to manufacture the Lawrence tube and sub-license all Chromatic patents on a worldwide scale," Hodgson said.

The agreement covers all markets with the exclusion of the United States and Canada. (A licensing and sub-licensing agreement was recently signed between Chromatic and Famous Players of Canada, Ltd., Canadian affiliate of Paramount Pictures Corporation.)

Negotiations at Two Points

Negotiations were carried on in Eindhoven and London with O. M. E. Loupart, member of the board of management of Philips, and S. S. Eriks, managing director of the Philips organization in Great Britain and of Mullard, and Hodgson representing Chromatic.

Hodgson said the 10-year agreement called for a straight royalty arrrangement on tubes manufactured by Philips or through its sub-licensees.

Ullman Top Golfer

ALBANY, June 30.—Irwin Ullman, manager of Fabian's Mohawk Drive-in, won the 12th annual Variety Golf tournament at Shaker Ridge Country Club, with a score of 86. Ralph Ripps, Metro salesman and last year's champion, finished second, with 87.

Ripps also won the prize for the longest drive, while Ullman made the second longest drive. Chief Barker Jules Perlmutter took the award for coming closest to the pin.

127 AMERICAN FILMS DOMINATED ARGENTINE MARKET DURING 1953

Of the 240 films which were distributed in Argentina last year, 127 were American produced, according to a government report. In 1952, U. S. distributors released 210 films for Argentine exhibition.

The drop in U. S. releases in that South American market was attributed to limitations on the import of new films, periodic restrictions on permits and the inability to remit blocked earnings, the report stated.

With the Argentine subsidization of local production and the increasing popularity of local product, there was a growing agitation to increase the number of theatres designated for first runs, by permitting simultaneous releases in downtown and suburban houses.

The increasing competition from Spanish and French films to U. S. product was another reason for the decrease in exhibition of American films, the report stated. The Argentine producer has not been able to replace the U. S. picture in open competition as yet due to the inability to maintain high quality in more than five or six features a year. Foreign producers suffer from the lack of supplying films in sufficient quantity for a sustained period, the report said.

The introduction of CinemaScope and 3-D helped American films to retain their basic predominance in the market despite the prospects of increasing imports from other countries and the greater local production, the report said. Argentine studios turned out 39 films in 1953.

The Argentine government, seeking to protect the local producer, has restricted the exploitation of his foreign competitor. Under existing regulations, all first-run houses must show Argentine films one week out of every month while all others must exhibit local films three weeks out of every six. The playing time of an Argentine film is one week at first run houses.

Top U. S. films which grossed over 500,000 pesos in Argentina last year are: "Detective Story," "An American In Paris," "The Great Caruso," "High Noon," "Desert Fox," "Father's Little Dividend," "Salome," "A Streetcar Named Desire," "The African Queen," "My Favorite Spy," "Cheaper By The Dozen," "On The Riviera," "David and Bathsheba," "Royal Wedding," "Affair in Trinidad," and "Wabash Avenue."

Paramount 'Out'

Ritz Telecast For 'Voice of Firestone'

The plan of integrating "The Voice of Firestone" into the regular film program on the Paramount Theatre here on Monday evenings is assumed "dead," it was learned yesterday, as the American Broadcasting Co. prepared to broadcast the half-hour musical show from the Ritz Theatre off Broadway beginning on July 12.

The Paramount Theatre had planned to offer the half-hour radio and television program to its patrons on a "free" basis, but in preparing the Broadway showcase for the simulcast, technical difficulties arose forcing postponement of the show.

Much of the difficulties, it was understood, arose in the planned conversion of the Paramount Theatre stage and the number of seats which were to be allowed for guests of the Firestone Tire and Rubber Co., the sponsors.

ABC would not definitely state whether the Ritz Theatre, a house which had been converted for TV shows, would be the permanent site of the program. It was learned that the July 12 simulcast from the Ritz Theatre would be considered by ABC and Firestone officials as an "experiment."

Deal for 51 Pictures Set by Cinex, Iglesias

MEXICO CITY, June 30.—The largest recent sale of Mexican pictures, that of $638,000 for 51 films from Manuel Espinosa Iglesias, a major distributor, has been closed by Cinex, the company the Government recently organized to distribute Mexican films in the United States, Canada, Alaska, Europe, Asia and Australia, and later, in South America.

Payment will be in two annual equal installments and be made by the trade's own bank, the semi-official Banco Nacional Cinematografico, S. A. and the Nacional Financiera, S. A., the Government's fiscal agency.

'Duel in the Sun' to State Right Market

Following up on the reception to the fifth release of his "Gone With the Wind," David O. Selznick has now scheduled "Duel in the Sun" for early re-release.

The picture will be released through the state-right market, the first franchise being granted to Harold Schwarz, Tower Pictures Co. of Dallas, covering the Texas and Oklahoma Territory. All new advertising accessories, trailers and material, including prints, will be available for wide-screen exhibition.

New 'U' Salesman

ALBANY, June 30.—Robert Friedman is a new Universal-International salesman here. He succeeded Harry Alexander, who resigned to take over the Middletown Drive-in. Friedman, an employee of Universal for five years, had been a booker in the Philadelphia exchange.

A SOUND MESSAGE FROM M-G-M!

The most important news we can convey to the trade is the fact that *all* M-G-M pictures will be available to all theatres in Stereophonic and Optical One-Channel Sound.

"Knights of the Round Table", "Rose Marie", "The Student Prince" as well as all productions for release starting in July (with the exception of "Her Twelve Men") will be available in the following sound categories:

CINEMASCOPE PICTURES—
Magnetic Stereophonic or Perspecta Stereophonic or Optical One-Channel Sound.

ALL OTHER PICTURES—
Perspecta Stereophonic or Optical One-Channel Sound.

Concurrently with the announcement by Dore Schary, Studio Chief, of the launching of one of the most ambitious production programs in its history, M-G-M brings to the trade a group of releases starting in July that are destined to win box-office headlines for months to come. We list a few of them.

M-G-M CINEMASCOPE PRODUCTIONS

"SEVEN BRIDES For Seven Brothers" is the most talked about color musical since "An American in Paris." Watch for the trade showing in your territory. When you see it you will realize why it is the talk of the industry.

Starring Jane Powell, Howard Keel. With Jeff Richards, Russ Tamblyn, Tommy Rall. Screen Play by Albert Hackett & Frances Goodrich and Dorothy Kingsley. Based on the Story "The Sobbin' Women" by Stephen Vincent Benet. Lyrics by Johnny Mercer. Music by Gene de Paul. Choreography by Michael Kidd. Directed by Stanley Donen. Produced by Jack Cummings.

"BRIGADOON"—M-G-M has brought many famed Broadway musical hits to the screen but none so brilliantly as this great, prize-winning color sensation. It is rich in songs, humor, action and romance, big in visual wonders.

Starring Gene Kelly, Van Johnson, Cyd Charisse. With Elaine Stewart, Barry Jones, Albert Sharpe. Screen Play, Book and Lyrics by Alan Jay Lerner. Music by Frederick Loewe. Directed by Vincente Minnelli. Produced by Arthur Freed.

"JUPITER'S DARLING"—Bigness is inherent in the theme of Hannibal and his famous legions about to besiege Rome and a beautiful girl who tricked them. A spectacular color musical, packed with songs and production pageantry.

Starring Esther Williams, Howard Keel, Marge and Gower Champion, George Sanders. With Richard Haydn, William Demarest. Screen Play by Dorothy Kingsley. Based on the Play "Road To Rome" by Robert E. Sherwood. Songs by Burton Lane and Harold Adamson. Directed by George Sidney. Produced by George Wells.

"GREEN FIRE"—A truly BIG color production that required taking an entire company to the danger-infested mountains of Colombia in South America to enact the drama of lust for the most concentrated wealth of all—the emerald of green fire.

Starring Stewart Granger, Grace Kelly, Paul Douglas, John Ericson. With Murvyn Vye. Written for the Screen by Ivan Goff and Ben Roberts. Directed by Andrew Marton. Produced by Armand Deutsch.

SPECIAL RELEASE (WIDE SCREEN)

"GONE WITH THE WIND" (Technicolor)—It is breaking records everywhere. A new generation is packing theatres to see, greater than ever in Wide Screen, the many spectacular episodes that have won for this stupendous attraction 10 Academy Awards and the accolade "The Greatest Picture Ever Made."

David O. Selznick's Production of Margaret Mitchell's Story of the Old South. Starring Clark Gable, Vivien Leigh, Leslie Howard, Olivia deHavilland. A Selznick International Picture. Directed by Victor Fleming. Screen Play by Sidney Howard. Music by Max Steiner.

(continued)

(continued)

M-G-M PRODUCTIONS (WIDE SCREEN)

"VALLEY OF THE KINGS"—Soon to make its bow is the biggest color adventure drama of the year which, because of its theme and its filming in Egypt, ties in with current headlines of Egyptian discovery and is launched on the wave of the year's biggest publicity break.

Starring Robert Taylor, Eleanor Parker, Carlos Thompson. With Kurt Kasznar, Victor Jory, and Samia Gamal. Written by Robert Pirosh and Karl Tunberg. Suggested by Historical Data in "Gods, Graves and Scholars" by C. W. Ceram. Directed by Robert Pirosh.

"BETRAYED"—For another of its mighty color entertainments M-G-M sent a complete company to Holland to film this power-packed story of spy intrigue in the unique and beautiful setting of its romantic adventure. It is thrilling in its narrative and magnificent in its production.

Starring Clark Gable, Lana Turner, Victor Mature. Co-Starring Louis Calhern. Screen Play by Ronald Millar and George Froeschel. Directed by Gottfried Reinhardt.

"ROGUE COP"—A great popular book has been made into a trigger-fast, top quality audience attraction. An absorbing dramatization of organized crime written from the private records of a noted crime reporter, the picture comes to the public with a star-studded cast and deluxe production values.

Starring Robert Taylor, Janet Leigh, George Raft, Steve Forrest. Co-Starring Anne Francis. Screen Play by Sydney Boehm. Based On the Novel by William P. McGivern. Directed by Roy Rowland. Produced by Nicholas Nayfack.

"ATHENA"—A 21-gun salute to youth, music and love. A big song-and-dance romantic production in color by the producer and director of such glorious musicals as "The Great Caruso" and "The Student Prince." A musical score destined for Hit Parade honors.

Starring Jane Powell, Edmund Purdom, Debbie Reynolds, Vic Damone, Louis Calhern. With Linda Christian, Evelyn Varden, Ray Collins. Written by William Ludwig and Leonard Spigelgass. Songs by Hugh Martin and Ralph Blane. Directed by Richard Thorpe. Produced by Joe Pasternak

"THE LAST TIME I SAW PARIS"—The provocative title promises an absorbing romantic drama and M-G-M delivers with power and passion a great Technicolor audience-offering inspired by a famous F. Scott Fitzgerald story. Filmed in part abroad in the playground of the wealthy, the picture is high-lighted by a thrilling sports car race from Nice to Paris. The title song as well as others enrich the entertainment.

Starring Elizabeth Taylor, Van Johnson, Walter Pidgeon, Donna Reed. With Eva Gabor, Kurt Kasznar. Screen Play by Julius J. & Philip G. Epstein and Richard Brooks. Based On a Story by F. Scott Fitzgerald. Directed by Richard Brooks. Produced by Jack Cummings.

"DEEP IN MY HEART"—Glowing with Big-Name musical extravaganza brilliance, based on the life and melodies of Sigmund Romberg. The cast alone bespeaks its stature as probably the year's most ambitious color musical.

Starring Jose Ferrer, Merle Oberon, Helen Traubel, Doe Avedon, Walter Pidgeon, Paul Henreid, Tamara Toumanova. With Russ Tamblyn, Paul Stewart, Isobel Elsom, David Burns, Jim Backus. And Guest Stars (in the order of their appearance): Esther Williams, George Murphy, Rosemary Clooney, Gene and Fred Kelly, Jane Powell, Vic Damone, Ann Miller, William Olvis, Cyd Charisse, James Mitchell, Howard Keel, Tony Martin, Joan Weldon. Screen Play by Leonard Spigelgass from the book by Eliott Arnold. Directed by Stanley Donen. Produced by Roger Edens.

"CREST OF THE WAVE"—Against a background of intrigue involving Anglo-American co-operation in the armed services, this thrilling story, filmed in its entirety on the Channel Islands off the coast of France and in London, yields suspense, humor, unusual scenic values that make for a stirring audience attraction.

Starring Gene Kelly. With John Justin, Bernard Lee, Jeff Richards. Screen Play by Frank Harvey and Roy Boulting. From the Play "Seagulls Over Sorrento" by Hugh Hastings. Produced and Directed by John & Roy Boulting.

Space limitations prevent the listing of the many, many more outstanding M-G-M entertainment projects, in production and being readied for the cameras. No matter what the sound needs of your theatre may be, M-G-M is ready with an uninterrupted flow of product to serve you.

MOTION PICTURE DAILY'S BOOKING CHART

ALLIED ARTISTS

BOWERY BOYS MEET THE MONSTERS
Bowery Boys
C—65 min. (5419)
(Release 6/6/54)

THE DESPERADO
Wayne Morris
W—(5426)
(Release 6/20/54)

THE WEAK AND THE WICKED
Glynis Johns
John Gregson
D—(5432)
(Release 7/18/54)

RETURN FROM THE SEA
Jan Sterling
Neville Brand
D—(5409)
(Release 7/23/54)

COLUMBIA

(June Releases)

THE SARACEN BLADE
(Color)
Ricardo Montalban
Betta St. John
D—76 min.
(Rev. 5/14/54)
Os

JUNGLE MAN-EATERS
Johnny Weissmuller
Karin Booth
D—68 min.
(Rev. 5/28/54)
Os

BLACK EAGLE
(The Story of a Horse —reprint)
William Bishop
Virginia Patton
D—
Os

(July Releases)

INDISCRETION OF AN AMERICAN WIFE
Jennifer Jones
Montgomery Cliff
D—63 min.
(Rev. 4/21/54)
Os

HELL BELOW ZERO
(Color)
Alan Ladd
Joan Tetzel
D—91 min.
(Rev. 5/20/54)
Os

THE OUTLAW STALLION
(Color)
Phil Carey
Dorothy Patrick
W—64 min.
Os

LIPPERT

TERROR SHIP
William Lundigan
D—(5330)
(Release 6/6/54)

THE BIG CHASE
Lon Chaney
Glen Langan
Adele Jergens
D—(5327)
(Release 6/18/54)

PAID TO KILL
Dane Clark
D—(5326)
(Release 6/27/54)

SILENT RAIDERS
Richard Bartlett
Earle Lyon
Jeanette Bordeaux
D—(5400)
(Release 7/2/54)

M-G-M

MEN OF THE FIGHTING LADY
(Color)
Van Johnson
Walter Pidgeon
Louis Calhern
D—80 min.
(Rev. 5/10/54)
(Release 6/11/54)

THE STUDENT PRINCE
(Color)
Ann Blyth
Edmund Purdom
MD—109 min.
(Rev. 5/25/54)
(Release 6/25/54)
CS - Ss

(Re-Release)

GONE WITH THE WIND
(Color)
Clark Gable
Vivian Leigh
D—222 min.
(Rev. 12/13/39)
(Release 7/2/54)

VALLEY OF THE KINGS
(Color)
Robert Taylor
Eleanor Parker
D—86 min.
(Release 7/23/54)
Ps

PARA.

(June Releases)

ELEPHANT WALK
(Color)
Elizabeth Taylor
Dana Andrews
Peter Finch
D—103 min.
(Rev. 3/29/54)

SECRET OF THE INCAS
(Color)
Charlton Heston
Robert Young
Yma Sumac
D—101 min.
(Rev. 5/20/54)

(July Releases)

(Re-Release)

THE GREATEST SHOW ON EARTH
(Color)
Betty Hutton
Charlton Heston
D—153 min.
(Rev. 1/2/52)

KNOCK ON WOOD
(Color)
Danny Kaye
Mai Zetterling
C—103 min.
(Rev. 3/31/54)

REPUBLIC

HELL'S HALF ACRE
Wendell Corey
Evelyn Keyes
Elsa Lanchester
D—91 min.
(Rev. 2/5/54)
(Release 6/1/54)

LAUGHING ANNE
(Color)
Wendell Corey
Margaret Lockwood
Forrest Tucker
D—90 min.
(Rev. 4/26/54)
(Release 7/1/54)

RKO

SILVER LODE
(Color)
John Payne
Lizabeth Scott
Dan Duryea
W—80 min.
(Rev. 5/12/54)
(Release 6/19/54)
2D or 3D

SINS OF ROME
Massimo Girotti
Ludmilla Tcherina
D—75 min.
(Release 6/23/54)

THE BIG RAINBOW
(Color)
Jane Russell
Gilbert Roland
Richard Egan
D—
(Release 7/15/54)

(Re-Release)
THE LOST PATROL
Victor McLaglen
Boris Karloff
Wallace Ford
D—
(Rev. 1/26/34)
(Release 7/1/54)

(Re-Release)
GUNGA DIN
Victor McLaglen
Douglas Fairbanks, Jr.
Cary Grant
D—117 min.
(Rev. 1/25/39)
(Release 7/1/54)

(Re-Release)
HANS CHRISTIAN ANDERSEN
(Color)
Danny Kaye
Jeanmaire
Farley Granger
D—114 min.
(Rev. 11/25/52)
(Release 7/1/54)

SUSAN SLEPT HERE
(Color)
Dick Powell
Debbie Reynolds
Alvy Moore
Glenda Farrell
C—97 min.
(Rev. 6/24/54)
(Release 7/24/54)

20TH-FOX

(June Releases)

DEMETRIUS AND THE GLADIATORS
(Color)
Victor Mature
Susan Hayward
Michael Rennie
D—101 min.
(Rev. 6/3/54)
CS - Ss, Ms, Os

PRINCESS OF THE NILE
(Color)
Jeffrey Hunter
Debra Paget
Michael Rennie
D—

THE RAID
(Color)
Van Heflin
Anne Bancroft
D—

The following to be released in CS-Ss, Ms, Os

THE ROBE

HOW TO MARRY A MILLIONAIRE

(July Releases)

GARDEN OF EVIL
(Color)
Gary Cooper
Susan Hayward
Richard Widmark
D—
CS - Ss, Ms, Os

THE GAMBLER FROM NATCHEZ
(Color)
Dale Robertson
Debra Paget
D—

The following to be released in CS-Ss, Ms, Os

NIGHT PEOPLE

PRINCE VALIANT

HELL AND HIGH WATER

THREE COINS IN THE FOUNTAIN

RIVER OF NO RETURN

UNITED ARTISTS

(June Releases)

GOG
(Color)
Richard Egan
Constance Dowling
Herbert Marshall
D—85 min.
(Rev. 6/10/54)
2D, 3D

MAN WITH A MILLION
(Color)
Gregory Peck
Jane Griffiths
C—90 min.
(Rev. 5/28/54)

CHALLENGE THE WILD
(Color)
Documentary
69 min.
(Rev. 6/16/54)

HOBSON'S CHOICE
Charles Laughton
John Mills
Brenda De Banzie
C—107 min.
(Rev. 6/16/54)

(July Releases)

RETURN TO TREASURE ISLAND
(Color)
Tab Hunter
Dawn Addams
D—75 min.
(Rev. 6/22/54)

APACHE
(Color)
Burt Lancaster
Jean Peters
W—

THE LAWLESS RIDER
Johnny Carpenter
Frankie Darro
Douglas Dumbrille
W—

ADVENTURES OF ROBINSON CRUSOE
(Color)
Dan O'Herlihy
James Fernandez
D—90 min.
(Rev. 6/16/54)

UNIV.-INT'L

(June Releases)

DRUMS ACROSS THE RIVER
(Color)
Audie Murphy
Lisa Gaye
W—78 min.
(Rev. 5/12/54)

BLACK HORSE CANYON
(Color)
Joel McCrea
Mari Blanchard
W—81½ min.
(Rev. 5/18/54)

(July Releases)

JOHNNY DARK
(Color)
Tony Curtis
Piper Laurie
Don Taylor
D—85 min.
(Rev. 6/1/54)

TANGANYIKA
(Color)
Van Heflin
Ruth Roman
Howard Duff
D—81 min.
(Rev. 6/16/54)

THE EGG AND I
Claudette Colbert
Fred MacMurray
Percy Kilbride
Marjorie Main
C—108 min.
(Rev. 3/24/47)

WARNERS

THEM
James Whitmore
Edmund Gwenn
Joan Weldon
D—94 min.
(Rev. 4/9/54)
(Release 6/19/54)

THE HIGH AND THE MIGHTY
(Color)
John Wayne
Claire Trevor
Laraine Day
Robert Stack
D—147 min.
(Rev. 5/26/54)
(Release 7/3/54)
CS - Ss or Os

RING OF FEAR
(Color)
Clyde Beatty
Pat O'Brien
D—93 min.
(Release 7/17/54)
CS - Ss

Keys: ***SYSTEM:*** *CS—CinemaScope; VV—VistaVision; SA—SuperScope (anamorphic print); 3D—two prints; 3D(1)—single strip.*

SOUND: *Ss—Four track magnetic stereophonic sound; Ss(2)—Separate stereophonic sound print; Ps—Perspecta optical directional sound; Ms—single track magnetic sound; Os—standard optical sound.*

Letters denote the following: (D) Drama; (M) Musical; (C) Comedy; (O) Outdoor action; Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.

Allied Stock Purchase Plan

(Continued from page 1)

when industry conditions seemed to warrant it.

The plan as given to Allied's annual national convention in Boston last fall by Trueman Rembusch of Franklin, Ind., proposed that individual exhibitors buy stock in major film companies and, with others who already own such stock, give proxies to an Allied committee to vote it at annual meetings of stockholders in support of trade policies which would benefit exhibitors.

The plan was envisioned at the time as being a possible solution for the product shortage through the influence in favor of increased production programs which Allied's proxy-holding committee could be expected to wield at stockholders' meetings.

The Makelim plan, which Allied leaders indicated is being given the right of way while the stock purchase and proxy solicitation plan is sidetracked, calls for the production of 12 features at the rate of one monthly starting next fall.

Rembusch's stock plan aroused considerable enthusiasm at Allied's national convention and among independent exhibitors subsequently. A national committee was named to advance the plan and all Allied affiliated units canvassed their membership to determine how many shares of production-distribution company stock are owned by exhibitors and how many would be willing to give their proxies to the Allied representatives to vote at annual stockholders' meetings. The study also sought information on how many exhibitors would be willing to purchase company stock for this purpose either on their own or in conjunction with their local Allied unit.

No report on the results of these surveys was made by Allied and discussion of the plan began to fade as Allied's spring board meeting featured the Makelim plan instead.

Employment

(Continued from page 1)

in keeping track of employment in all industries.

The report shows that 12,000 were employed in picture production during May. How much of this was in producing films for television is not indicated, but several guilds have stated previously that television-film production has been a boon to their membership as far as employment is concerned.

Para. L.A. Branch

(Continued from page 1)

Louis J. Aurelio of Chicago, with Jack E. Thompson of Detroit second, and Ernest B. Lund of Minneapolis third. A total of 25 salesmen will share in cash prizes.

The branches finishing in fourth to tenth places were as follows, in the order named: New Haven, Detroit, Memphis, Seattle, San Francisco, Des Moines and New Orleans.

Other salesmen among the top twenty-five winners finished in this order: Thomas P. Thompson, New Orleans; Tom S. Donohue, Memphis; Ephriam L. Goldberg, Chicago; Joseph E. Armgardt, Chicago; Milton S. Anderson, San Francisco; Eugene A. Jacobs, Kansas City; Edgar Shinn, New Orleans; Harold S. Wycoff, New Orleans; Ralph T. Garman, Philadelphia; W. Donald Foster, Dallas.

Field Representatives Included

Also, John E. Kent, Seattle; Conrad F. Rose, Salt Lake City; Frank W. Saviola, Buffalo; James I. Doyle, Cincinnati; C. Wayland Lillard, Dallas; Eugene L. Jones, Salt Lake City; Robert E. Caskey, Pittsburgh; James S. Smith, Indianapolis; Horace D. Lewis, Boston; Abraham D. Isaacs, Charlotte; Charles H. Newman, Los Angeles, and Glenn E. Brogger, Portland.

The following field representatives will share in the prizes won by the branches: Robert Blair, Los Angeles; E. G. Fitzgibbon, Chicago; Arnold Van Leer, New Haven; Robert Bixler, Memphis; Walter Hoffman, Seattle, and Dave Friedman, Des Moines.

Cinerama in Texas

(Continued from page 1)

clude Sen. George Parkhouse, who will represent Gov. Allan Shivers; Lt. Gov. Ben Ramsey of Texas; Governor Johnston Murray of Oklahoma; Si Fabian, president of Stanley Warner Corp.; Secretary of State C. E. Fulgham of Texas; Sam Rosen, executive vice-president of Stanley Warner; Mayor W. Thornton of Dallas; Nat Lapkin, vice-president in charge of production for Cinerama; Mayor Edgar Deen of Fort Worth; Harry Kalmine, vice-president and general manager of Stanley Warner Theatres, and Lester B. Isaac, national director of exhibition for Cinerama.

'Story' Grosses $6,000

"Side Street Story" which opened at the Art Theatre broke the house box-office record with a $6,000 gross for the week, the management reported.

Brewer Ends Tour Confident of Election

HOLLYWOOD, June 30.— A firm conviction that he will win the presidency of the IATSE from the encumbent, Richard Walsh, at the August election was expressed by Roy M. Brewer on his return today from a tour of the Midwest, East and Canada.

Brewer said he already has 688 votes pledged and expects to gather a substantial addition to his support between now and election time. Six hundred votes are required to elect.

Film Union

(Continued from page 1)

the IATSE's East Coast Motion Picture Studio Council, at which Richard F. Walsh, president of the Alliance, declared that enrollment of the new members would go a long way toward bringing all film production employes under one union banner in order that their interests might best be promoted.

The former ADTFC members are being taken into the IATSE radio and television department. Plans call for them later to be obligated by their respective craft locals—Cameramen's Local 644, Studio Mechanics Local 52, Editors and Cutters Local 771, Assistant Directors Local 161 and Make-Up Artists and Hair Stylists Local 798.

The East Coast Motion Picture Studio Council, headed by John J. Francavilla, an international representative of the Alliance, was organized in 1952 and has been working for more than a year to eliminate dual unionism from the studios here. It is engaged also in a drive to sign IATSE basic agreements with all independent film producers in the area. Supplying pictures for television programs has greatly increased the volume of this production, it was said.

Davis Chided

(Continued from page 1)

the four trade associations signed documents on Nov. 15 last, guaranteeing to the Government continuation of the Eady Fund for a further three years?

"It was upon that guarantee that the president of the Board of Trade rescinded his plan of going forward to the House of Commons asking for a statutory scheme. Under these circumstances, how Mr. Davis can say that some members of the K.R.S. are attempting to manoeuvre the C.E.A. into the position of breaking their signed agreement with the Government, I really fail to understand."

Sir David maintains that the break figure dispute is an industry problem and not tied in any way to the continuance of the Eady Plan. He hoped the C.E.A. will agree to a meeting under the independent chairmanship of Cyril Salmon, Q.C., but made no reference to the exhibitors' intention to retain Sir Hartley Shawcross, Q.C., for the presentation of their case.

The whole industry here hopes that all sides will now drop the public wrangling and get down to a statesmanlike settlement of the dispute.

The dispute was touched off by the British Film Producers Association's statement. Sam Eckman, M-G-M managing director here, took frank exception to parts of the statement and was, in turn, answered by Davis.

Two-Week Vacations Closes DuMont Labs

More than 4,000 employees of Allen B. DuMont Laboratories, Inc., will begin their vacation at the colse of business tomorrow, when DuMont's plants and offices located in Paterson, East Paterson, Clifton, Passaic, and Teterboro, N. J., shut down for the company's annual vacation period, DuMont will reopen on July 20.

The mass vacation policy for all plants was initiated at DuMont for the first time last year.

Step Up Probe of Fractional Issue of Tax

(Continued from page 1)

"enabling act," passed in 1947 and empowering a municipality of 25,000 or more to impose the tax, specifies that an admissions tax, "of up to five per cent," may be levied on amusements.

The law's major fraction provision, where any fraction of one-half or more cents is involved, resulting in the city's collecting the full amount, appears to be the most potent weapon exhibitors have in their fight to have the tax repealed.

A notable example involves an admission of 50 cents. The tax on a 50 cent admission would total two and one-half cents; five per cent. However, with the major fraction, the tax would actually amount to three cents, or six per cent.

Greenfield said the study of the law has just begun and that a definite date for court action could not be named as yet.

Meanwhile, the first sign that local circuits may be forced to close down many of their houses because of the tax appeared yesterday. Walter Higgins, general manager of Associated Prudential Theatres, Inc., said six of the circuit's theatres have closed, or may close within a week.

Higgins said three Prudential circuit houses have already shut down "in anticipation of the New York City five per cent tax." The circuit felt these houses had a chance to recover, Higgins said, but when the tax was passed "there was no hope" and the houses closed.

In addition, Higgins told of definite plans to close two other houses, while still another is "a question mark" to be resolved within a week.

The six make a tentative total of nearly one-half of the circuit's 14 houses within the limits of Metropolitan New York. As to the possibility of reopening the houses should the tax be repealed, Higgins said that this was highly unlikely since "once a theatre is closed, it is dead."

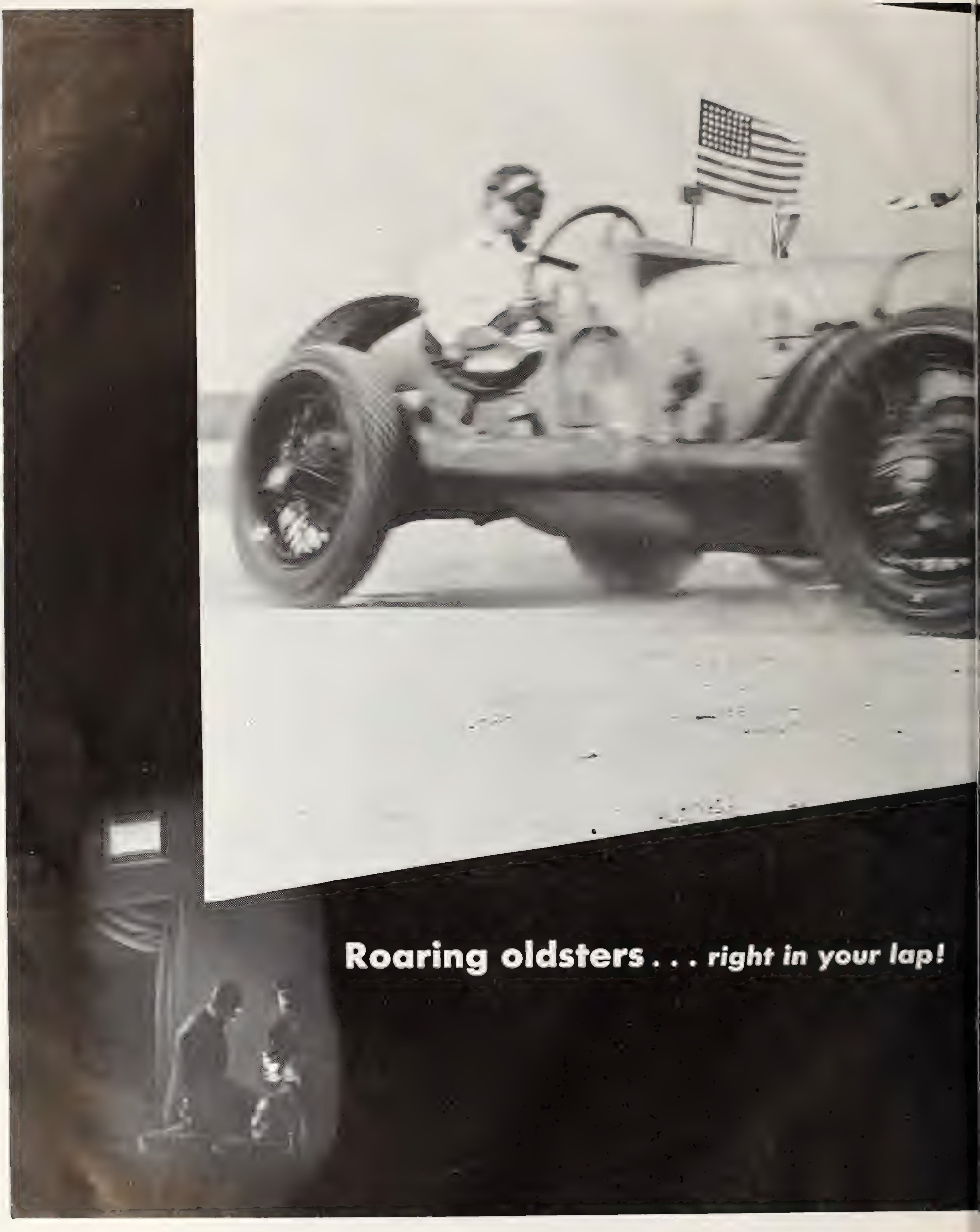
When the Federal levy on admissions was cut in half, Prudential felt the houses in question "had a chance," Higgins said. But when the city tax became law, there was no hope and the theatres were closed," Higgins repeated.

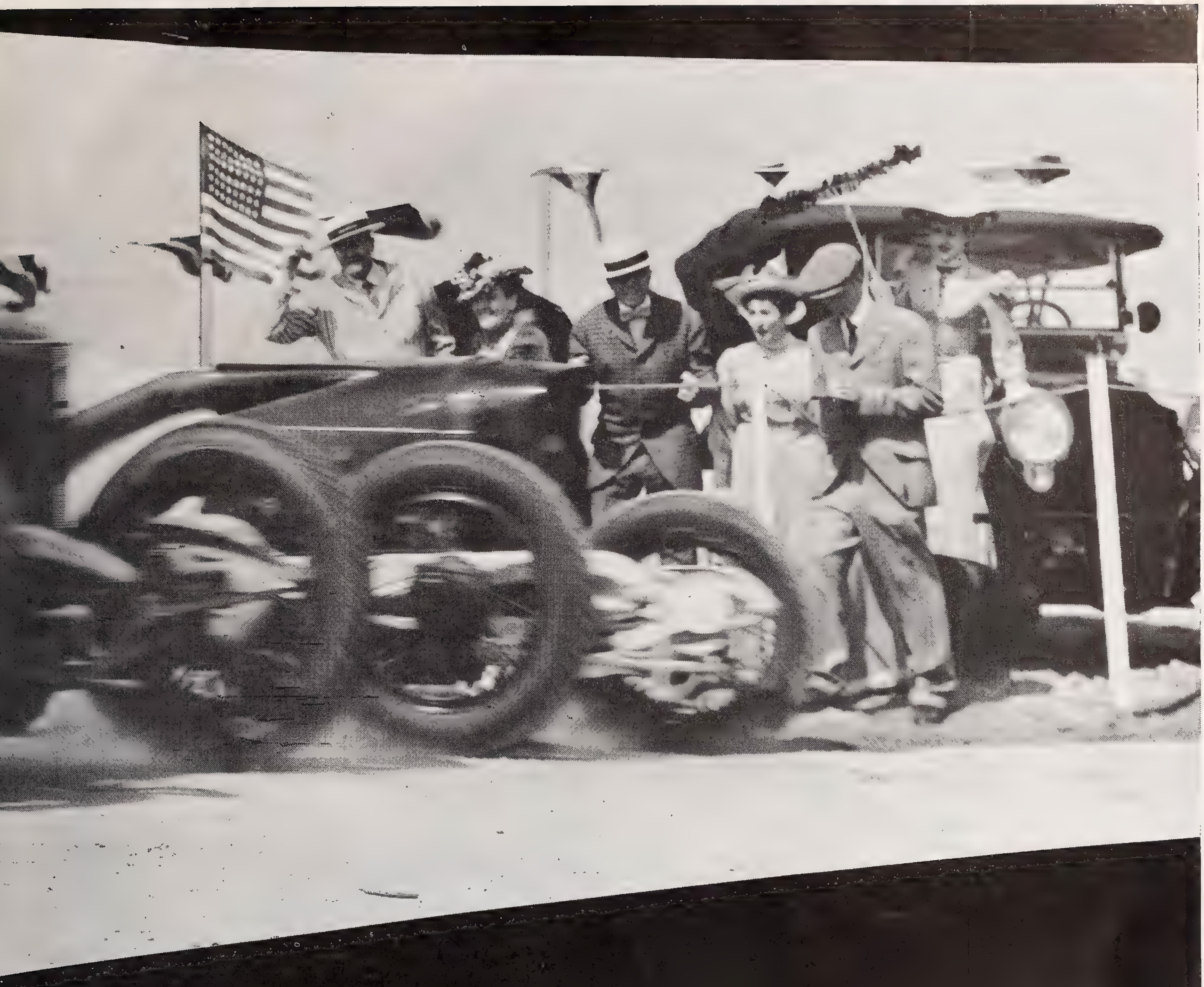
Exhibitor spokesman continually warned city officials when they were deliberating passage of the tax that at least 87 houses would shut down once it became law. They named a total of 144 which have closed in the city in the past four years.

Meanwhile, Clarence L. Bird, chairman of the state commission which was recently appointed by Gov. Dewey to study the validity of the tax, yesterday said the committee's research staff "may have to work through the holidays" before completing its study.

"We hope to finish it by then," Bird said. After the research is completed, statistics will be prepared by committee members for a formal report to the governor.

In another development, the Warner Theatre and the Radio City Music Hall, only houses in the city having advance tickets sales, are awaiting a decision in New York County Supreme Court on an injunction against the city to prevent levying of the tax on advance sales.


Roaring oldsters . . . right in your lap!



The thrill of being close up—actually there and taking part! Entertainment so believable that make-believe overcomes reality. These are dynamics of today's wide-screen pictures—where every seat in the house is *down front.*

With new technics of presentation have come new problems of production, processing, and projection—problems which the Eastman Technical Service for Motion Picture Film helps the industry to solve. Branches at strategic centers. Inquiries invited.

Address: Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

Italian Decoration To Eric Johnston

ROME, June 30.—Eric Johnston, president of the Motion Picture Association of America, today received from the Italian government the decoration of Knight of the Order of the Italian Republic for his contributions to cooperation between the American and Italian film industries.

Johnston left here for Paris and is scheduled to leave for the United States by plane on Saturday.

Italian Pact

(*Continued from page* 1)

ported here for some time that the principal features of the new agreement include a reduction of the American film companies' remittances at the official rate from $6,000,000 annually to approximately $3,750,000, in return for elimination of the 12½ per cent subsidy heretofore paid by the American companies to Italian Films Export. Year end remittance of five per cent of funds frozen here is believed to be continued, as well as liberalized permitted uses of frozen balances. The number of American film imports is said to be continued unchanged at around 225.

RKO Pictures '53 Loss Is $3,607,967

RKO Pictures Corp. consolidated loss for 1953 amounted to $3,607,967, the company's annual report filed with the Securities & Exchange Commission revealed.

Since the company now is an inactive holding company whose assets have been sold to Howard Hughes, no further financial reports will be sent to stockholders of the company, nor will the 1953 report be distributed to holders who have not yet tendered their stock in the company for redemption under the offer which continues in effect until July 31.

The company's gross income for last year was reported at $56,287,880, 40 per cent of which was earned abroad. Total current and working assets were given as $24,737,956, and current liabilities as $9,138,777. The report notes that maturities on bank loans amounting to $4,000,000 have been extended to Sept. 30.

'Show' in Benefit Bow

BARABOO, Wisc., June 30.—The proceeds of the re-release of Cecil B. DeMille's "The Greatest Show on Earth" at the Ringling Theatre here on Saturday, will be donated to the Wisconsin State Historical Society to further the establishment and maintenance of the Baraboo Circus World Museum.

LOOK TO FILMACK FOR THE FINEST ANNOUNCEMENT TRAILERS
ALWAYS GOOD! ALWAYS ON TIME!
1327 S. Wabash - Chicago, Ill. 630 Ninth Ave. - New York, N. Y.

Reviews

"Francis Joins the WACS"

(*Universal*)

ACCORDING to followers of the "Francis" films, many of whom recorded their opinions on cards following a New York "sneak" preview, this is the best of the series. One of the cards read: "Silly, but very funny." Those four words sum it up very well.

Hilarious laughter is the acid test of a comedy and there were times when the howls of the audience drowned out 30 seconds or more of dialogue after a particularly funny scene. If there were Oscars for sheer, unadulterated nonsense, this picture would win one hands down. A person would have to be somewhat of a sourpuss not to get some enjoyment from it.

A little more plot, a little more sex, a little more romance have been injected into this edition of the "Francis" sagas. In fact, the basic premise of a talking mule is somewhat submerged to allow for some semblance of a story line.

Donald O'Connor does a capable job as the ex-army officer who is recalled to duty and, by mistake, is assigned to a WACS outfit. Adequate performances also are turned in by Julia Adams, Chill Wills, Mamie Van Doren, Lynn Bari and others. Even without a talking mule, the idea of a male officer being forced to serve with a company of distaff soldiers is the basis for complications. And there are plenty.

"Francis Joins the WACS" was made strictly for laughs, and to that end it has accomplished its purpose. It was produced by Ted Richmond and directed by Arthur Lubin from a story by Herbert Baker and a screenplay by Devery Freeman and James Allardice.

Running time, 94½ minutes. General classification. For August release.

"Daughters of Destiny"

(*Franco London-Arlan*)

THE story of three women affected by war in three historical periods; one in modern times, one in medieval France, and the third in ancient Greece, should create notable box office success for art houses. In the film's three stories, the first two consist of a mixture of English, French and Italian dialogue, the third is in French with sub titles. All English dubbing is excellent.

The international cast which makes "Women of Destiny" a superior film in its class includes Claudette Colbert, Martine Carol, Michele Morgan, Eleonora Rossi-Drago and Raf Vallone.

In the first sequence, "Elizabeth," Miss Colbert, as an American war widow, comes to an Italian village to visit her husband's military grave. There she meets Miss Drago, who sheltered the former's husband after he fled a German prison camp during World War II. Also, she meets the Italian girl's son, who turns out to be the son of her dead husband.

Grief-stricken, she pleads for the boy, but Miss Drago refuses to give him up. The following morning, Miss Colbert abandons the foreign soil, leaving behind the boy and the buried soldier.

"Jeanne" with Michele Morgan as Joan of Arc, tells of a dramatic moment in the heroine's life just outside of Compiegne, site of her last battle. Abandoned by all but three faithful friends, she stops at a fortified town to enlist the aid of a professional soldier. He refuses to join her when he learns she is penniless.

But a miracle performed by Miss Morgan sways the warrior and with the soldier's force at her side, she rides to her destiny. The story contains a strong contrast of crude earthiness and extreme religious devotion.

Rounding out the trio of stories is "Lysistrata," the classic Aristophanes story done in a delightful tongue-in-cheek presentation. The women of Athens led by Miss Carol as the wife of Valline, commander-in-chief of the Athenian forces, revolt against the endless wars being waged by the ancient city against Sparta.

The women storm parliament demanding peace, but without success. Finally, Miss Carol convinces the Athenian women to deny their charms to their war-like husbands. They take the oath of abstinence, which they hold in the face of temptation, and peace finally comes to Greece.

Christian-Jaque, Jean Delannoy and Marcel Pagliero directed the film's sequences with an eye toward pleasing the tastes of adult audiences.

Running time, 104 minutes. Adult classification. For release, July 5.

36 Pictures Shooting At Coast Studios

HOLLYWOOD, June 30.—Four pictures got started, three others were finished and 32 were continuing before the cameras, to bring the shooting total to 36 at weekend.

Started: "Wyoming Outlaws" (Columbia); "The Long Chance," Masthead (Ind.); "Captain Lightfoot," CinemaScope, Technicolor, and "Man Without a Star," Technicolor (U-I).

Finished: "Bob Mathias Story," Mathlon (A-A); "Joseph and His Brethren," CinemaScope, Technicolor (Columbia); "Jupiter's Darling," CinemaScope, Eastman color (MGM).

RCA Engineers Aid C'Scope Showings

CAMDEN, N. J., June 30.—The RCA Service Co. is giving technical assistance in the special CinemaScope showings being conducted by 20th Century Fox.

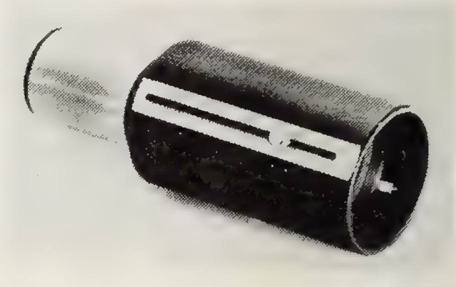
RCA's field service engineers will be in attendance at 16 special screenings to gather technical data for use in maintaining up-to-date field service and maintenance techniques on CinemaScope equipment. The series of demonstrations, which began in New York on June 22, will continue at selected theatres across the country until mid-July.

In the THEATRE Equipment & Refreshment World . . .

• • with RAY GALLO

A DIFFICULT problem in curtain operation has been encountered by many exhibitors in installing a new wide-screen due to the fact that the distance between the edge of the screen frame and the stage wall is extremely small. To meet this problem Vallen, Inc., of Akron, Ohio, has developed a new track designed to "fanfold" stage curtains into an unusually small area. It is called the "By-Pass Curtain Track" and installation is achieved very simply. Curtains installed on the new track responded easily to both manual and electrical operation by a Vallen Curtain Control, the manufacturer states.

•



"Xpansalite" is the name of a new optical attachment which can be adjusted to vary the focal length of a projection lens, made by the Pacific Optical Corp., Los Angeles. It is designed to permit projection in different aspect ratios, and alternation of standard with anamorphic prints with use of projection lenses in a single focal length. Movement of a knob along a calibrated metal scale sets the lens according to the picture width desired and allows previously determined settings to be repeated. All surfaces of the "Xpansalite" lens are hard-coated for maximum light transmission.

•

The Electronic Towel Corp., New York, has a new hand and face dryer for washrooms which employs the GE Calrod heat transmission principle for providing hot dry air electronically. It is trade-named the "Steri-Dry Electronic Towel." By means of the "Heet Bin," which stores hot air, a heavy load is not put on the electrical system as in the case of heating coils, according to the manufacturer. Also, the elimination of heating coils removes the danger of fire inherent in their use due to dust accumulating around the coils themselves, it is claimed. The dryer is constructed with a porcelain enamel finish. It is 14 by 18 by 9½ inches.

•

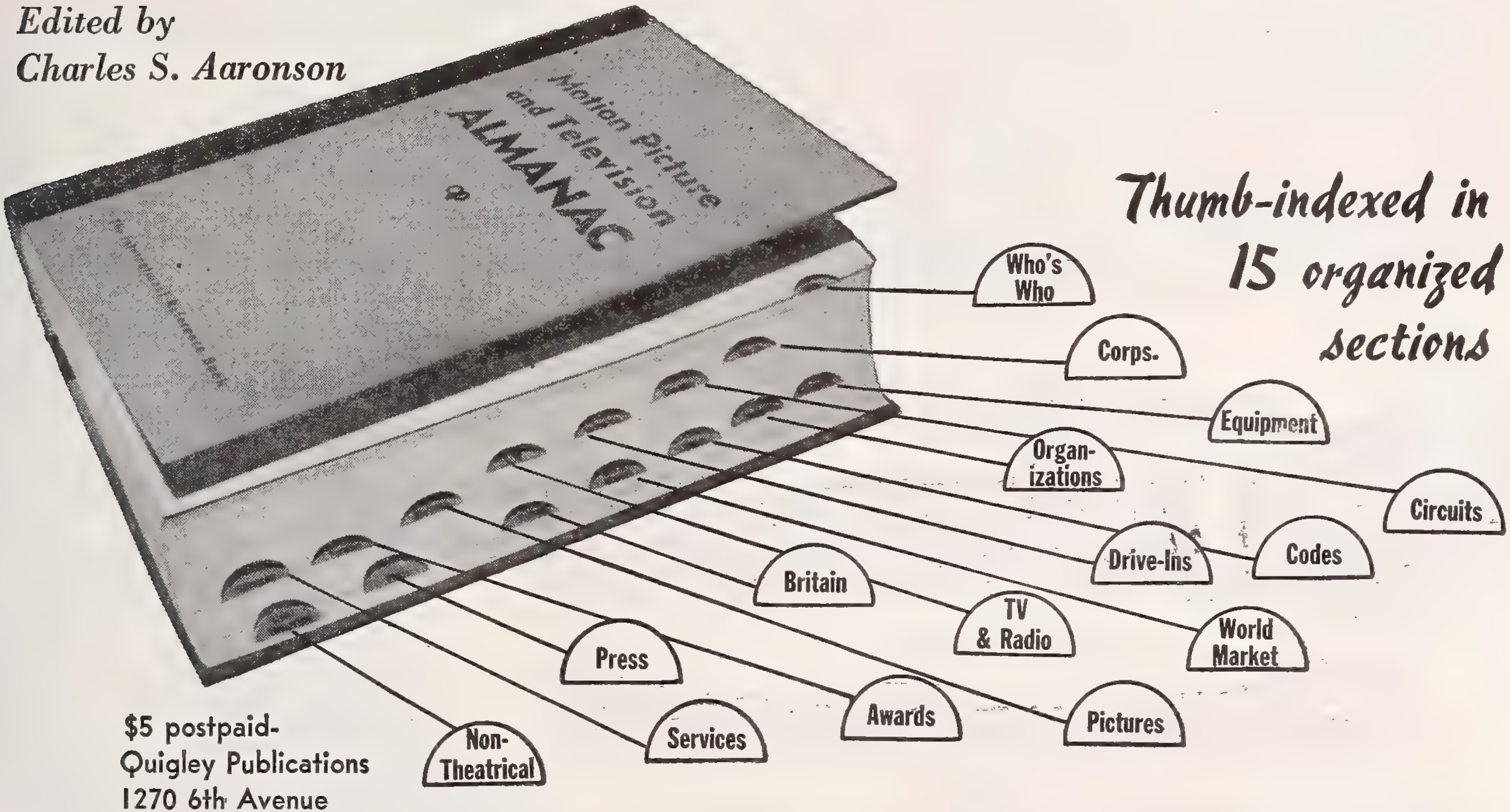
Commercial refrigeration and air conditioning products of the Frigidaire division of General Motors Corp., Dayton, Ohio, are illustrated in a new brochure just published, which also has a complete listing of the cities where the company's domestic branch offices and distributors are located.

Big Job . . .

Ever stop to think of what is involved in compiling and producing the industry's most-often-used reference book each year? The more than one thousand pages of Motion Picture and Television ALMANAC are checked and rechecked and revised . . . out-dated data is eliminated and useful new information is added . . . facts, facts, facts—literally tens of thousands of items are obtained and examined . . . In the *Who's Who* section alone, there are approximately 12,000 concise, correct biographies of personalities in or associated with the motion picture, television and radio industries. And that is but one of the 15 thumb-indexed sections!

The big job for the 1954-55 edition of the ALMANAC is well under way. Soon, its thousands of subscribers throughout the United States and Canada and in over eighty foreign countries will have the 26th edition in their hands, and the up-to-date facts at their finger-tips.

Edited by
Charles S. Aaronson


Motion Picture
and Television
ALMANAC
Thumb-indexed in
15 organized
sections
Who's Who
Corps.
Equipment
Organ-izations
Circuits
Drive-Ins
Codes
Britain
TV & Radio
World Market
Press
Awards
Pictures
Services
Non-Theatrical

$5 postpaid-
Quigley Publications
1270 6th Avenue
New York 20, N. Y.

The 1955
Motion Picture
and Television
ALMANAC

A QUIGLEY PUBLICATION

THE GROSSES CONTINUE WHERE The Robe LEFT OFF!

VARIETY

'DEMETRIUS' GREAT!
Los Angeles

'DEMETRIUS' TALL!
Indianapolis

'DEMETRIUS' BANGUP!
St. Louis

'DEMETRIUS' SOCKO!
Denver

'DEMETRIUS' HEFTY!
Boston

'DEMETRIUS' WOW!
Cincinnati

'DEMETRIUS' TALL!
New York

'DEMETRIUS' HUGE!
Providence

'DEMETRIUS' TERRIF!
Pittsburgh

'DEMETRIUS' ROBUST!
Seattle

'DEMETRIUS' MIGHTY!
Omaha

'DEMETRIUS' WOW!
Cleveland

'DEMETRIUS' WHAM!
Detroit

'DEMETRIUS' SMASH!
Buffalo

20th Century-Fox presents

DEMETRIUS and The GLADIATORS

Color by TECHNICOLOR

CINEMASCOPE

starring

VICTOR MATURE · **SUSAN HAYWARD**
AS DEMETRIUS · AS MESSALINA

Produced by **FRANK ROSS**

Michael Rennie • Debra Paget • Anne Bancroft • Jay Robinson • with Barry Jones • William Marshall

Directed by **DELMER DAVES** Written by **PHILIP DUNNE**

Play it in your choice of CINEMASCOPE equipment!

4-TRACK HIGH-FIDELITY MAGNETIC STEREOPHONIC SOUND

1-TRACK HIGH-FIDELITY MAGNETIC SOUND

1-TRACK OPTICAL SOUND

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 76. NO. 2. NEW YORK, U. S. A., FRIDAY, JULY 2, 1954 TEN CENTS

Effective July 10

Tax Revision Gives Relief to Two Theatres

Meanwhile, Exhibitors Passing Levy to Public

The five per cent amusement tax, in effect one day, was amended yesterday offering partial relief to the two theatres in the city which have advance ticket sales.

City officials agreed to amend the law at special meetings yesterday of the City Council and Board of Estimate, exempting pre-sold tickets. Mayor Wagner must wait until July 10 to sign the amendment, however. In the interim the Warner Theatre and the Radio City Music Hall, the theatres affected, must absorb the tax.

All tickets bought yesterday were subject to the tax. It applies to all admissions over 10 cents except horse

(*Continued on page 7*)

Thin Profit Margin Compo's Ad Theme

Few, if any, important industries operate on such a thin margin of profit as the motion picture theatre business, it is declared in the 19th of the series of 26 COMPO ads, which will appear in "Editor & Publisher" tomorrow.

The ad points out that the country's film theatres' profit in 1953, in relation to gross sales, was 1.9 per cent against a 4.6 per cent profit relation to gross sales achieved by all U. S. industry.

"That is why," says the ad, "the movie theatre is so sensitive to any change increasing the cost of operation. A severe storm, a popular local attraction, night baseball or racing, a widely-publicized television show, any

(*Continued on page 7*)

Republic to Release 'Roogie's Bump'

"Roogie's Bump," a baseball story filmed at Ebbets Field in Brooklyn and in other New York locations, will be released by Republic, which announced the acquisition of world-wide distribution rights from John Bash Productions.

The picture stars Robert Marriot as the youngster who makes the Brooklyn team, and features Ruth Warrick, Robert Simon and Olive Blakeney, and the Brooklyn Dodgers with Billy Loes, Carl Erskine, Russ Meyer and Roy Campaneila.

'Black Shield' to Be Offered by Universal In 2 Media Versions

"The Black Shield of Falworth," U-I's first CinemaScope release, will be made available to theatres which are equipped only for conventional projection, Charles J. Feldman, Universal's general sales manager, announced. The two versions will be available simultaneously, Feldman added, and declared that he expected all exhibitors who are equipped for wide screen presentation could play the picture in that medium.

On the hypothetical question of clearance or run in any given situation, Feldman said that runs would be negotiated absolutely without ref-

(*Continued on page 7*)

TESMA Trade Show Exhibits Exceed 100

Roy Boomer, secretary of the Theatre Equipment and Manufacturers Association, reports additional reservations of exhibit space at the TESMA-TOA trade show in Chicago, Oct. 31 through Nov. 4, that bring the total number of booths already taken past the 100 mark. The latest reservations have been received from:

Da-Lite Screen Corp., Chicago; General Register Corp., Long Island City, N. Y.; Orange-Crush Co., Chicago; Hershey Chocolate Co., Hershey, Pa.; Helmco, Inc., Chicago; Walter Futter Co., New York; Hubert Mitchell Industries, Hartselle, Ala., and Superdisplay, Inc., Milwaukee.

W. VA. ASKS STATE-WIDE FILM BUYING

Area Is in 'Distress,' Relief from Terms a 'Must,' Allied Unit Says

CINCINNATI, July 1.—The formation of a state-wide film buying combine to include every theatre in West Virginia is proposed by West Virginia Allied Theatres Assn. in a current bulletin to its members as a possible solution for what the organization describes as "distress" conditions in the area.

The proposal will be formally discussed, the bulletin indicates, at the organization's annual convention at the Greenbrier Hotel, White Sulphur Springs, Aug. 24-25.

The region's "critical" conditions, the organization charges, are aggrevated by current terms and policies of national-distribution companies.

"New York must realize that we are in a distress area and give us a fair shake," the bulletin states. "Show business is not good anywhere in the nation but West Virginia is in a very critical area. Talking to the film companies has been to no avail. The guy

(*Continued on page 7*)

RKO Pictures Stock In Demand Again

RKO Pictures' stock after a number of weeks of comparative quiet came to renewed life on the New York Stock Exchange yesterday, a total of 67,200 shares being traded, with the issue closing at a new high for the year of 6⅝, a gain for the day of ⅜.

The renewed activity was attributed in financial circles to the possibility of an Atlas Corp.-Howard Hughes deal which would clear the way for an Atlas take-over of the inactive RKO company. Floyd Odlum, head of Atlas, has stated his company would like to preserve RKO by having it engage in a new business.

RKO's huge tax loss carry over, regarded as its most attractive fea-

(*Continued on page 7*)

Six Studios, AMPP Host Newspapermen

HOLLYWOOD, July 1. — More than 100 delegates to the National Newspaper Advertising Association at Coronado were entertained today, enroute home, by six major studios at a luncheon and on studio tours. The delegates were joint guests of the Association of Motion Picture Producers and the Los Angeles Newspaper Publishers Association.

COMBINING OF 3-D, CINEMASCOPE IS SEEN IMMINENT BY FELLOWS

A combination of CinemaScope and 3-D is a possibility in the not too distant future, producer Robert M. Fellows, president of Batjac Productions, Inc., formerly known as Wayne-Fellows Productions, said here yesterday.

"The new 3-D system of having both images on one film strip, eliminating many projection difficulties, makes a CinemaScope and 3-D merger a probability," Fellows said.

Preparing to leave here today for the West Coast after conferences with Warner Brothers executives on "The High and the Mighty," and "Ring of Fear," recent productions of his organization, the producer said that his partner, John Wayne, and himself have only four more films to complete out of the five-year, 10-picture deal which is in effect with Warners.

The four films, Fellows said, are "Track of the Cat," in CinemaScope now filming, starring Robert Mitchum who is on loan-out from RKO Pictures; "Quality of Mercy," "Blood Alley," to be filmed in CinemaScope "unless something better comes along," and "Give Away Hill." Another property which the Batjac organization is working on is "The Billy Mitchell Story," for which negotiations are now taking place for the rights, he said.

"Warners puts up all of the costs and has first right of refusal on our properties," the producer said. "Our arrangement with the studio is better than the deals which banks give to independent producing organizations," he said. In the forthcoming product, Wayne will star in one of these, Fellows said. "He is committed to Warners for one film per year for the

(*Continued on page 3*)

Altec Lansing Pact For Perspecta Units

The signing of a licensing agreement whereby Altec Lansing Corp. will manufacture Perspecta stereophonic sound integrator units, was announced by C. Robert Fine, president of Perspecta Sound, Inc. The integrator unit is said to be the only piece of special equipment required in the theatre booth for the standard optical track stereophonic sound system which has been adopted by M-G-M, Paramount, Warner Brothers and other companies.

Fine stated: "Demonstrations of Perspecta stereophonic sound in im-

(*Continued on page 7*)

AA Slates One 'Scope, Three in Technicolor

HOLLYWOOD, July 1.—One film in CinemaScope, and three having color in Technicolor, are among the five features for which starting dates have been set by Allied Artists, it was disclosed here today by Walter Mirisch, executive producer. The company plans to produce 15 features within the next six months, said Mirisch.

Personal Mention

JOSEPH VOGEL, vice-president of Loew's, Inc., and Mrs. Vogel will sail from New York for Europe tomorrow aboard the "Liberte."

•

Walter Brooks, director of The Manager's Round Table of "Motion Picture Herald," is the author of an article titled "TV, What It Will Be Like in 1955," in the July issue of "The American Legion Magazine."

•

Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, and Simon B. Siegel, treasurer, have returned here from Buffalo and Detroit.

•

Martin Moskowitz, manager of the 20th Century-Fox New York, Philadelphia and Washington offices, has returned to New York from the latter city.

•

Leon J. Bamberger, RKO Radio sales promotion manager, returned to New York yesterday from Edgewater Park, Miss.

•

Ben Thau, M-G-M studio executive, is due in New York Tuesday from Europe, and will go directly to the Coast.

•

Charles E. Skinner, producer-director, is the father of a daughter born to Mrs. Skinner at St. Joseph's Hospital, Stamford.

•

Henry Berman, M-G-M producer, and Mitchell Leisen, director, will arrive Tuesday from Hollywood en-route to London and Paris.

•

Ed Lachman, president of Lorraine Carbons, Boonton, N. J., has left there for a tour of the Southern and Southwestern states.

•

S. E. Pierpoint, Paramount Pictures Latin American district manager, will return to New York over the weekend from Hollywood.

•

Cary Grant and Mrs. Grant will arrive here today aboard the "Mauretania."

•

Harold Rand, 20th Century-Fox trade press contact, will leave New York today for Hollywood.

•

John P. Byrne, M-G-M Eastern sales manager, will return to New York today from New Haven.

•

Foster Blake, Universal Pictures Western sales manager, will return to New York today from Chicago.

•

Alex Nicol, actor, has arrived in New York via B.O.A.C. Mayflower.

No Paper Monday

MOTION PICTURE DAILY will not be published Monday, July 5, a legal holiday for observance of Independence Day.

Downing Again Head Of the Yeshiva 'U' Scholarship Fund

Russell V. Downing, president and managing director of Radio City Music Hall, has been renamed chairman of the Motion Picture Industry Scholarship Fund at Yeshiva University here, it was announced by Dr. Samuel Belkin, president of the university.

In accepting the chairmanship of the industry-wide committee, Downing declared that the Fund will attempt to better last year's record of 53 scholarships. Since its inception in 1939, the industry committee has sponsored the number of annual scholarships corresponding to the year to enable students to receive the benefits of an education at the first American University conducted under Jewish auspices.

Industry Leaders Aiding

Downing announced that the following industry leaders have joined the committee which is now in formation: Honorary chairmen, G. S. Eysell, Rockefeller Center, and George J. Schaefer. The committeemen are: Barney Balaban, Paramount; Robert Benjamin, United Artists; Max B. Blackman, Warner Brothers; Nate J. Blumberg, Universal; Harry Brandt Brandt Theatres; Leo Brecher, Leo Brecher Theatres; Jules W. Catsiff, Skouras Theatres; Robert Christenberry, Hotel Astor; Max A. Cohen, Cinema Circuit; Jack Cohn, Columbia Pictures; George Dembow, National Screen Service; Simon H. Fabian, Stanley Warner Corp.; William Gehring, 20th Century-Fox; Leonard Goldenson, American Broadcasting Paramount Pictures, Inc.; Irving Greenfield, Loew's, Inc.; Ben Kalminson, Warner Brothers; J. H. Lang, 20th Century-Fox; Al Lichtman, 20th Century-Fox; Nick Matsoukas, Skouras Theatres; Charles C. Moskowitz, Loew's, Inc.; Burton Robbins, National Screen Service.

George and Spyros Skouras Serve

And Sam Rosen, Fabian Theatres; Jacob Salzman, Yeshiva University; Adolph Schimel, Universal International; Abe Schneider, Columbia Pictures; Sam Schneider, Warner Brothers; Alfred Schwalberg, Paramount Pictures; George P. Skouras, Skouras Theatres; Spyros P. Skouras, 20th Century-Fox; Spyros P. Skouras, Jr., Skouras Theatres; Robert M. Weitman, American Broadcasting Company, and William Zimmerman, RKO Pictures.

Slow Progress on Overseas Survey

WASHINGTON, July 1.—The Commerce Department's survey of theatre conditions in foreign countries is progressing very slowly, according to film chief Nathan D. Golden.

The Department had asked all U. S. embassies and other diplomatic posts overseas to submit reports on theatre seating capacity, screen time devoted to U. S. films, and other vital information. So far, Golden said, only one embassy has reported.

Screen Gems NYC Offices Expanding

Ralph M. Cohn, vice-president and general manager of Screen Gems, Inc., yesterday announced further expansion of the Columbia Pictures television subsidiary's New York offices. The New York staff has increased 45 per cent in the past three months, according to Cohn.

In the latest expansion moves, Ben D. Kranz has been named production manager, John Brandt, layout art director and Arthur Topol, assistant to the sales service manager, Cohn said.

See 'Caine' Topping 'Eternity' in Phila.

Indications are that Columbia's "The Caine Mutiny," in its first out-of-town engagement at the 2,500-seat Randolph Theatre in Philadelphia will top the exceptional gross records set by the company's "From Here to Eternity," which played at the 2,932-seat Stanley. "The Caine Mutiny" set an opening-day mark at the Randolph by grossing $9,814, approximately equal to the opening-day $9,842 mark scored by "From Here to Eternity" at the Stanley, a considerably larger house.

In reporting the figures to the Columbia offices here, the theatre management stated that the film is playing to SRO business daily.

In its third opening at the State Lake, Chicago, "The Caine Mutiny" grossed an all-time high of $7,721 for the preview showing late Wednesday afternoon, Columbia reported. Previous record holder for the B & K house was "The Robe" which chalked up $6,566, it was said.

Einfeld Holds Paris Meet on 'Egyptian'

PARIS, July 1.—Charles Einfeld, vice-president of 20th Century-Fox, on the first leg of a six-week trip setting international premieres on "The Egyptian" in CinemaScope, held meetings here yesterday with exhibitors and executives of Fox's international organization.

Discussions centered on advance plans for Darryl F. Zanuck's first personal CinemaScope production which will have an invitational opening here early in the fall. Promotional activities are targeted to surpass the record campaign launching "The Robe" last year, Einfeld said.

Berlin Festival Names 'Hobson'

BERLIN, July 1. — "Hobson's Choice," the British made feature, and Walt Disney's documentary, "The Living Desert," were rated by audiences as the best in their class at the 12-day fourth international film festival held here. They were selected from the film contributions of 30 nations under a four-ply rating system; excellent, good, medium or bad. Second place among the features went to the Italian production, "Bread, Love and Dreams." The French picture, "The Renegade," won fourth place.

July-May Tax Total Under Previous Year But Not Comparable

WASHINGTON, July 1.—Admission tax collections from last July through May of this year totalled $271,997,000, compared to $286,941,000 for the comparable period a year earlier, the Internal Revenue Service reported.

The figures are not strictly comparable due to a change in reporting requirements last June from a monthly to a quarterly basis. The service listed admission collections in May as amounting to $45,608,000 compared to $23,630,000 in May last year. Here again the figures are not comparable.

'Ring of Fear' Opens Today in Phoenix

PHOENIX, Ariz., July 1.—Mayor Frank G. Murphy, members of the City Council and the Phoenix Chamber of Commerce headed up a good sized reception committee to greet film stars Pat O'Brien, Marian Carr, Gonzalez-Gonzalez, Ann Doran and Anne Robinson, who arrived in town today for the world premiere tomorrow of the Wayne-Fellows production for Warners "Ring of Fear." After a luncheon and radio and TV appearances the stars will join Lieutenant-Governor Wesley Bolin for a series of premiere activities on a circus theme in keeping with the picture, which will culminate in the initial showing of the picture at the Fox Theatre.

'Pinocchio' Opens in 25 Canadian Houses

Walt Disney's "Pinocchio" opens today in 25 theatres in Canada, it was announced by Charles Boasberg, general sales manager for RKO Radio, distributor. Ten of the houses are in Toronto, where a Pinocchio day celebration sponsored by the Toronto Telegram and a local grocery chain was held as part of the advance promotion.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE STUDENT PRINCE"
In CinemaScope starring
Ann BLYTH • Edmund PURDOM
and the Singing Voice of MARIO LANZA
Color by ANSCO An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

WARNER BROS PRESENTS WILLIAM A. WELLMAN'S
THE HIGH AND THE MIGHTY
CINEMASCOPE AND WARNERCOLOR
starring
JOHN WAYNE · CLAIRE TREVOR · LARAINE DAY · ROBERT STACK
JAN STERLING · PHIL HARRIS · ROBERT NEWTON · DAVID BRIAN
A WAYNE-FELLOWS PRODUCTION
PARAMOUNT
TIMES SQUARE

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

FCC Dropping Study of Film Interests in TV

WASHINGTON, July 1.—The Federal Communications Commission has abandoned plans to compile a complete list of all motion picture interests in television stations.

The Commission had started work on a project to collect the names of all film industry corporations and individuals with television station licenses and applications. However, the division working on the project has lost several of its staff members, and the project has been abandoned.

Report Matty Fox Buys New Novel

Matthew Fox interests were reported yesterday from Toronto to have purchased the screen rights to a novel by Igor Gouzenko titled "The Fall of a Titan" for $100,000. Gouzenko is the former code clerk of the Soviet Embassy in Canada who exposed a Russian spy ring. His story is said to be based in part on the life of the Russian poet, Maxim Gorki.

Whether Fox plans to produce the picture could not be learned yesterday. Fox is on the Coast where he will be married this weekend.

One Film Placed in 'C' As Legion Calls 9 'A'

The Swedish film, "One Summer of Happiness," has been placed in Class C by the National Legion of Decency in its current listing.

The remaining nine productions reveiwed have all been placed in Class A, five in Section 1 and four in Section 2. In Section 1 are "Bowery Boys Meet the Monsters," "Gog," "The Immortal City," "Them" and "The Vanishing Prairie." The four films in Section 2 are "Princess of the Nile," "Pushover," "Return to Treasure Island" and "Seven Brides for Seven Brothers."

CinemaScope Has Its Albany Drive-In Bow

ALBANY, July 1.—Hathaway's Drive-in, first in the Albany exchange district to show CinemaScope, charged $1 for "The Robe." "Perils of the Jungle" was the co-feature. There was no charge for children under 12. F. Chase Hathaway advertised that it would be the only show at advanced price this season.

Murrow Visits M & L

Dean Martin and Jerry Lewis will be interviewed tonight on the Edward R. Murrow "Person to Person" CBS Television program at 10:30 P.M., E.D.T. Murrow will "visit" the boys and their families at home on the west coast.

169 'Demetrius' Dates

One hundred-and-sixty-nine domestic playdates have been set for "Demetrius and the Gladiators" in CinemaScope and Technicolor through the end of July, 20th Century-Fox disclosed. The Biblical film will debut in 80 key theatres this month.

Proclaim 'Circus Day' For 'Show' Opening

BARABOO, Wis., July 1.—In tribute to the re-release world premiere of Cecil B. DeMille's "The Greatest Show On Earth," Governor Walter J. Kohler of Wisconsin has issued a proclamation naming Saturday "Wisconsin Circus Day."

The premiere will be held at Baraboo's Ringling Theatre amid celebrations marked by parades, decorated thoroughfares and ceremonies joined in by city officials, Chamber of Commerce leaders and other prominent Baraboo citizens.

All proceeds of the premiere performance at the theatre managed by Pershing Moyle will go to the Wisconsin State Historical Society to further the establishment and maintenance of the Baraboo Circus World Museum, Inc.

Aaronoff Joins 'U' Publicity Staff Here

Ed Aaronoff, motion picture and independent press representative for the past 19 years, will join the home office publicity department of Universal Pictures here under Philip Gerard, Eastern publicity manager on Tuesday, replacing Burt Hirschfeld who has resigned, it was announced by Charles Simonelli, Eastern advertising and publicity department manager.

Aaronoff started as a press representative with the George D. Lottman office and for seven years he was a member of the home office publicity staff of Warner Brothers.

'Apache' in Chi. Has $6,100 Opening Day

"Apache," Technicolor adventure film starring Burt Lancaster and Jean Peters, broke a 10-year opening-day box office record at the Roosevelt Theatre in Chicago yesterday grossing $6,100 in its world premiere engagement, William J. Heineman, vice-president in charge of distribution for United Artists announced.

In regional premieres at Loew's Ohio Theatre in Columbus and Loew's Majestic in Bridgeport, "Apache" duplicated its Chicago performance at the box office with high grosses, Heineman said.

30 'Carnival' Dates

King Brothers "Carnival Story" opens in more than 30 New York and Brooklyn houses of the RKO Theatre chain on July 7.

4,306 in Services Guests of Studios

HOLLYWOOD, July 1. — Richard Russell, chairman of Los Angeles area, USO, today disclosed that the Hollywood studios, through cooperation of the Association of Motion Picture Producers, were hosts to 4,306 service men and women, on conducted tours, from June 1953 through May 1954.

Songwriter Sues WB Over 'Jazz Singer'

Songwriter Leo Russotto filed suit in Federal Court here yesterday against Warner Brothers and Stanley Warner Corp. charging that his new version of the song "Kol Nidre" was used without consent in the Warner Brothers production, "The Jazz Singer."

The action seeks an injunction, damages sustained and an accounting of the picture's profits. Russotto claims that he wrote the version, which is sung in the film, before 1946.

S.F. Debut Launches 'Francis' Openings

"Francis Joins the Wacs," Universal-International's newest "Francis" comedy starring Donald O'Connor, Julia Adams, Chill Wills and Mamie Van Doren, will have its world premiere at the Golden Gate Theatre in San Francisco on Wednesday, launching more than 100 dates in the San Francisco territory as part of a series of territorial saturation openings.

A second territorial saturation will be held in the South starting July 25 at the Melba Theatre in Birmingham and the Ritz in Anniston, Ala.

'Holy Grail' Second Release from Arias

With its first release in distribution in key areas, Arias Quality Pictures announces that its second film, "The Holy Grail," formerly titled "Parsifal," will be ready for release by July 15.

Starring Ludmilla Tcherina, "The Holy Grail," in French with English titles, is the narrative of the search for the Holy Grail by the knights of the Sixth Century.

Headed by Henry R. Arias, Leo Abrams and Myer P. Beck, the firm's first release was Josef von Sternberg's "Ana-ta-Han."

Sees 'Scope, 3-D Combined

(*Continued from page* 1)

next four years and has to complete one film for RKO," he added.

Budgets have ranged on the past Wayne-Fellows productions from $600,000 to $1,400,000, Fellows said. "Under the arrangements with Warners, we have a right to go 10 per cent over the set budget for a particular film and no limitations in computing one, he stated.

Fellows also stated that filming pictures in foreign locales is about on a par with costs on U. S. production. "The public has been accustomed to authentic backgrounds and if we were to try to reproduce some foreign locales, the cost would be exorbitant. The cost in transportation of a whole company to the locale is on a par if we tried to build a set here," he said.

The producer also commented on CinemaScope, saying that "you do not see any black-and-white films produced in that medium because of the grain which would show up in the development of negatives."

When asked about the change in name, from Wayne-Fellows Productions to Batjac Productions, Fellows said "that Wayne does not want to be connected with pictures which he is not in."

Nagata Lauds Warner Aid to Japan Industry

BURBANK, Calif., July 1.—The contributions of Jack L. Warner to the anti-Communist film interests of Japan were recited here yesterday by Masaichi Nagata, president of the Federation of Motion Picture Producers of Southeast Asia at a film industry luncheon sponsored by the Motion Picture Association.

Nagata gave personal thanks to Warner Brothers Pictures, Inc. and its executive producer: "My film company, Daiei, has enjoyed great success of late in winning Film Festival Awards and the respect of the non-Communist world," Nagata said. "This would have been impossible if the Warner studio had not given us its unselfish support."

He related how Warner had unselfishly turned over his laboratory and other technical facilities to a group of scientists from Daiei who had come to America in 1951 in search of knowledge.

At the luncheon, which was arranged by the MPAA International Committee, Nagata introduced his associates who also wished to pay tribute: Kenzi Mizoguchi, president of the Film Directors Association; Kazuo Miya Gawa, Daiei chief cameraman; Wuki Hiko Tamura, foreign publicity director of Daiei.

Drive-In Operator Loses Zoning Case

PHILADELPHIA, July 1.—The Bucks County Common Pleas Court has upheld the Lakefield Board of Supervisors' judgment against drive-in operator Robert H. Baronoff in a case described as "without precedent." Two acres of Baronoff's $90,000 Morrisville Drive-In Theatre are in the residentially zoned section of Lakeville and the township has refused him permission to operate. Baronoff now has 20 days to file exceptions.

'Student Prince' At New Phila. Theatre

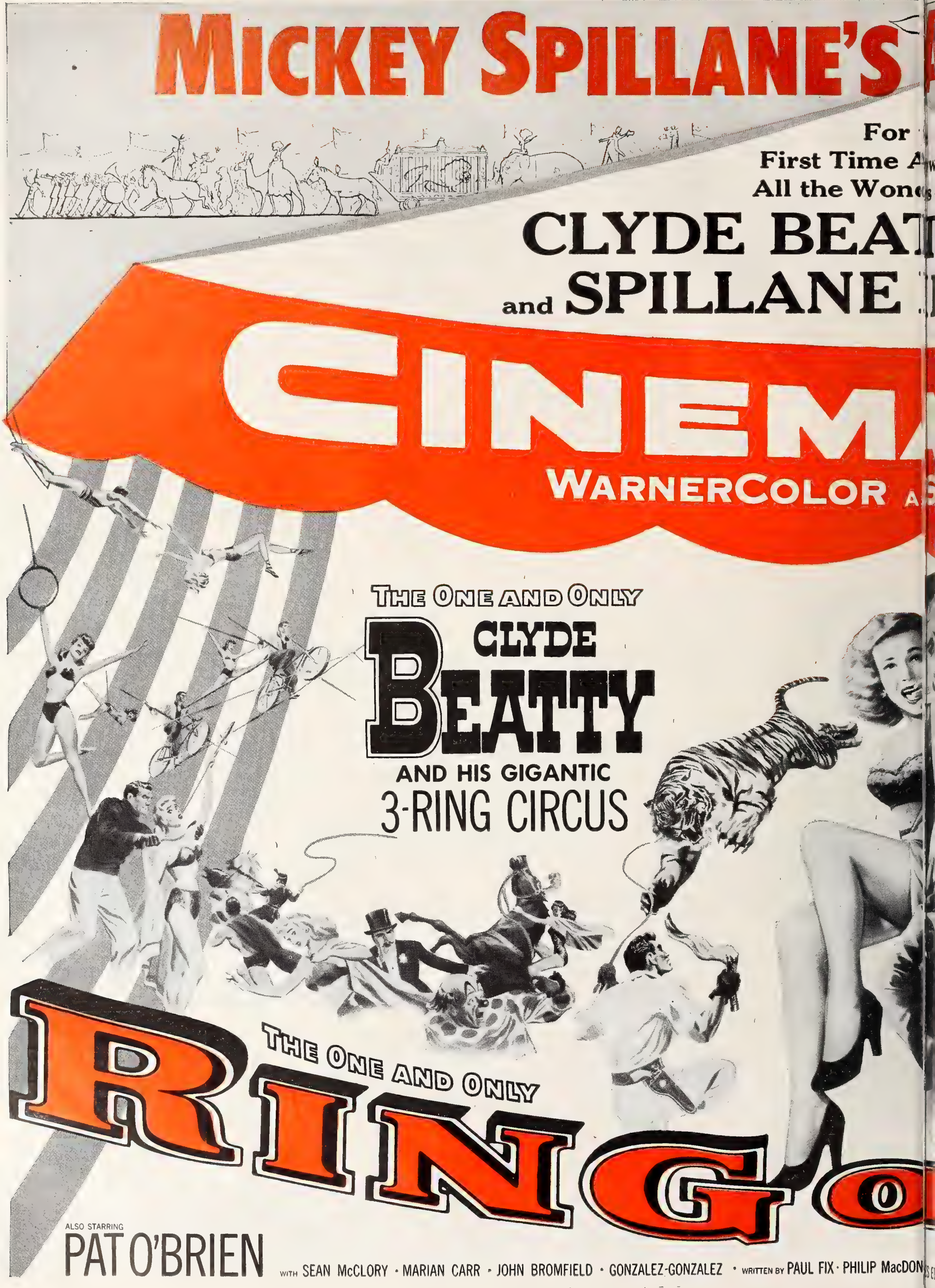
PHILADLEPHIA, July 1.—The Viking, a new first run house, had its maiden program tonight, a special preview of "The Student Prince," for the benefit of United Service Clubs. The seating capacity of the new theatre is 991 and it boasts a 57 foot wide screen. It was built under the roof of the old Aldine theatre and designed by artist William H. Lee.

Jack Warner Signs Two

HOLLYWOOD, July 1.—Jack L. Warner has assigned Mervyn LeRoy to direct Warner Brothers first Cinerama production, "Lewis and Clark." Warner also signed William Powell for a role in "Mister Roberts," a CinemaScope film.

'Susan' Trade Shows

RKO's "Susan Slept Here" will be trade shown in all exchanges on July 7. The Technicolor comedy goes into general release on July 24, with the world premiere set for the Golden Gate Theatre in San Francisco on July 14.



MICKEY SPILLANE'S

For
First Time A
All the Won

CLYDE BEAT
and SPILLANE

CINEM

WARNERCOLOR A

THE ONE AND ONLY
CLYDE
BEATTY
AND HIS GIGANTIC
3-RING CIRCUS

THE ONE AND ONLY
RING
O

ALSO STARRING
PAT O'BRIEN

WITH SEAN McCLORY · MARIAN CARR · JOHN BROMFIELD · GONZALEZ-GONZALEZ · WRITTEN BY PAUL FIX · PHILIP MacDON

A MOVIE-STAR NOW!

vhere!
of the

TY CIRCUS
IMSELF in Action, in

ASCOPE
STEREOPHONIC SOUND

THE ONE AND ONLY
MICKEY SPILLANE

Gun-butting his way out of the hottest corner any man ever got blonded into!

WARNER BROS.
START THE SUPER-HOOPLA JULY 2!
PRE-RELEASE BALLYHOO PREMIERE AT THE FOX THEATRE, PHOENIX!

F FEAR

S EDWARD GRANT PRODUCED BY ROBERT M. FELLOWS A WAYNE-FELLOWS PRODUCTION · DIRECTED BY JAMES EDWARD GRANT · DISTRIBUTED BY WARNER BROS.

Asides and Interludes

—by Al Steen

It is reported that at a recent exhibitor meeting, a theatre owner remarked that he was operating a projector that he had had for 35 years.

"Of course," he added, "it's had six new pedestals, four new lamps, three new mechanisms, several sound head replacements, five new lenses and a dozen new magazines. Outside of them, it's the same projector."

* * *

A former Shakespearean actor who specialized in playing Mark Anthony became an engineer for Cinerama. He couldn't refrain from saying to the exhibitor on his first assignment: "If you have tiers, prepare to shed them now."

* * *

We know an exhibitor who bought an ineffective gadget for his hernia. Out of habit he filed an anti-truss suit.

* * *

Then there was the Dum Dora who thought that Columbia's "Charge of the Lancers" was about the fees charged by dentists.

* * *

Everybody was happy to know that Hal Danson was named advertising-publicity head of National Screen Service, because he's a swell, capable guy. But it was generally believed that the appointee would be named Platinum. You see, his predecessors were Mel Gold and Milton Silver.

P.S. The above is an old gag around the NSS office, but on a hot day it might leave you cold.

* * *

And speaking of hot weather, it must be torrid if this one gets by the editor, proof-reader and copy boy:

A chap asked for a job in the concessions department of a theatre.

"Any experience?" asked the manager.

"Sure," said the fellow, "I used to be a mechanic at a candy stand."

"A mechanic at a candy stand? What did you do?"

"I tightened the nuts in the peanut brittle."

* * *

If you hear Charley Boasberg being referred to as "Slugger," here's the reason: At the recent industry junket to Herman Robbins' Schroon Lake resort, some of us old fossils (??) chose up sides and played basebail. Boasberg accidentally hit a grounder to Arthur Krim on third base. The United Artists president reached for it and scooped up his own toe. He managed to find the ball and threw it to Yours Truly who was playing first base. Naturally, we fumbled it, retrieved it and tossed it to Charley Alicoate at second base, who might as well have been taking a shower. Meanwhile, to add insult to injury, "Slugger" Boasberg, instead of running, leisurely walked around the bases, stopping at short stop to sell a couple of pictures to Sam Rosen. Just then a duck flew overhead and Gene Arneel in right field thought it was a fly-ball, ran for it and knocked over the pitcher, Al Picault, who was on the third stool in the bar. And so for making a home-run, or rather a home-walk, on nothing more than a bunt, Charley won the title of "Slugger."

* * *

A patron telephoned a theatre and asked what was playing.

"'Long Wait'," said the cashier.

Said the caller: "I don't mind waiting in line, but what's the picture?"

Reviews

"Ring of Fear"

(Warners)
(CinemaScope)

HAPPY days are ahead for exhibitors who get this picture. John Wayne and Bob Fellows have really turned out a top-notch CinemaScope pageant utilizing the entire Clyde Beatty Circus and an unusual and highly effective cast. Mickey Spillane, the crime writer who has enjoyed a meteoric rise in popularity, makes his film debut playing himself. His acting is unpretentious and nonchalant, more than adequate. Clyde Beatty also playing himself, is a bit stiff and unnatural for comparison, but once inside the animal cages he gives a performance that is downright breathtaking. His handling and mastery of the savage cats is a rare thrill to behold. At one point Beatty goes as far as working a tiger outside of the cage in a tent, outside the tent and on a truck. Numerous close-up shots by photographer Edwin DuPar in WarnerColor with stereophonic sound leaves no doubt in the mind of the audience that this cat would take the greatest pleasure in ripping his trainer to shreds. Beatty proves to be one of the top men in the handling of wild animals.

But it is the performance of Sean McClory that holds the out-of-the-ordinary cast together. He plays the part of a cunning homicidal maniac with such intense force and vitality that although the audience is aware of his chicanery the element of suspense is maintained. McClory is a brilliant actor who really lives his role. Pat O'Brien in the feature role of circus general manager, turns in his usual competent performance, and Jack Stang does a bang-up job portraying the Hollywood version of a New York private detective. He and Spillane complement each other smoothly as the big city crime busters who finally tear the pretense of sanity from McClory.

Dublin O'Malley (McClory) breaks out of a mental institution where he was held under maximum security. He manages to cover his tracks and returns to the Clyde Beatty Circus to square an imaginary grudge against Beatty. Since the circus people know nothing of his twisted mental condition, he is hired as ringmaster. He blackmails a clown named Twitchy (Emmett Lynn), and together they engineer serious acts of sabotage against the circus. Mickey Spillane and detective Paul Martin (Jack Stang) are hired by general manager Frank Wallace (Pat O'Brien) to solve the disasters which are beginning to be regarded as a jinx by the performers. The pair move casually on and off the screen and eventually bring their mission to a successful finish. McClory, when discovered, releases a tiger to keep his pursuers busy while he climbs into a nearby freight car in an effort to escape. The tiger is maneuvered into the car by Beatty who is unaware of McClory's presence and the picture ends as the freight train slowly rolls off to the tune of McClory's terrifying screams.

The pace of the picture is maintained nicely by the well-timed introduction of various acts from the Beatty company. The picture was ably directed by James Edward Grant. Robert Fellows produced.

Running time, 93 minutes. General classification. For Release, July 24.

"Edge of Divorce"

(Group 3-Kingsley)

DESPITE highly competent performances by Valerie Hobson, Philip Friend and the entire British cast in a story about the effect of an impending divorce on the children, this production holds only limited appeal. Adapted by Warren Chetham-Strode and Don Sharp from the latter's play "Background," it is somewhat slow-paced and phraseology and accents of the players are likely to baffle the uninitiated.

John Lomax (Philip Friend) and his wife Barbie (Valerie Hobson) married 16 years are parents of three children, teenaged Jess (Janette Scott), adolescent Adrian (Jeremy Spenser), and little Linda (Mandy Miller), before they decide to separate. Friend is a lawyer working hard to further his career and as a result is constantly short tempered precipitating numerous squabbles with his wife. Miss Hobson is presented with an easy-way-out solution when her husband's best friend, Bill Ogden (Norman Wooland), declares his love for her and pleads for a chance to make a new life for her. She finally decides on a divorce, to which Friend gives his consent.

The reaction of the children to the plan is the point of the story. Janette Scott is pleased because Wooland can offer her more in the way of practical luxuries than her father. Little Mandy Miller becomes tearfully morose, and Jeremy Spenser brings the picture to its climax by wounding Wooland in an attempt on his life in order to prevent the separation of his parents. This incident also provides a happy ending since it is instrumental in convincing the estranged pair that life together is after all much more pleasant.

Daniel Birt directed and Herbert Mason produced.

Running time, 83 minutes. General classification. July release.

Sandy Cummings to Disneyland Post

Sandy Cummings, television, motion picture and radio producer, has joined the American Broadcasting Co. as coordinator of Disneyland-TV.

Disneyland, the full-hour Walt Disney television program, premiering over the ABC television network on Oct. 27, has been completely sold out to three sponsors.

20 Anti-U. S. Films in Japan Shown in '54

TOKYO, July 1.—About 20 films with anti-American tendencies have been released here in the last year as against none which could be classified as pro-American, according to latest reports. Since the biggest foreign market for Japanese pictures has always been Asia, it appears that some Japanese producers have sounded out the current feeling and are acting accordingly. Many of these productions have been finding their way abroad for such substantial prices that many observers feel the income is actually hidden subsidies for more such films.

Soviet Firm Bought One

Sovexport Films of Russia is reported to have paid $30,000 for an anti-American film "The Life Of A Miner," produced by the Japanese Miners Union and distributed by Hokusei. This is probably the biggest sale of the year. To balance the bargain, it is reported that Sovexport sold Hokusei "Young Guard" for about $19,440.

Records indicate that Red China has purchased four Japanese anti-American pictures; "But We Are Alive," "Hakone Mountains," "Life Of A Miner" and "Half-Blood Orphan," all at high prices.

Most of this anti-American product can be traced to independent production units which are made up of men who were blacklisted by the Occupation Forces before the industry was returned to native hands. Unfortunately their work has been generally conceded to maintain pretty high artistic standards, the reports say.

Hopes N. Y. Censor Law Will Be Clarified

Strongly in favor of a classification system in the licensing of films, Dr. Hugh M. Flick, director of the Motion Picture Division of the New York State Education Department, stated that he hopes the Board of Regents and the N. Y. State Legislature will consider such a plan at their next meetings.

After recent Supreme Court decisions which limited the powers of censorship, Dr. Flick advocated that a law be passed allowing censors to classify films by categories, adult, general, family, etc., a plan which is practiced in England.

Although not committing himself to pushing such a plan at the coming meetings of the Board of Regents and the state legislature, Dr. Flick stated that "a classification system of licensing would prevent the use of bad advertising, exploitation and publicity of films."

The present law states that all films should be licensed unless termed "immoral" or "indecent" and it needs further clarification, Flick said.

'Waterfront' to Astor

"On the Waterfront," Columbia Pictures' presentation of the Elia Kazan production starring Marlon Brando, will have its world premiere at the Astor Theatre here following the engagement of "Indiscretion of an American Wife."

N. Y. City Tax Amendment

(*Continued from page* 1)

races, boxing and wrestling matches and charity benefits.

Exhibitors in the city have announced they would pass the tax on to the public. Other sections of the amusement industry have not said whether they would follow suit or absorb the tax.

The decision to exempt tickets bought before yesterday for events after July 10 was made at a special executive session of the Board of Estimate on Wednesday. It was attended by Council majority leader Sharkey (D., Bronx) and Councilman Cunningham (D., Bronx), chairman of the Finance Committee.

A public hearing will be held next Friday before action by Mayor Wagner, who yesterday indicated that he definitely would approve the amendment. Exhibitors have not yet indicated whether they will appear at the hearing. It would be the fourth such hearing at which they have presented their arguments against the tax.

Meanwhile, Irving Greenfield, assistant to Loew's Theatres general counsel, yesterday said a proposed motion planned to be submitted before the State Supreme Court, could restrain the city from collecting the admissions tax.

On Wednesday Greenfield said exhibitor counselors had launched a study of the tax's major fraction provision with an intent to bring a motion into the court declaring the tax "inviolate of the state's enabling act." The enabling act empowers the city to levy a tax on amusements of "up to five per cent." The tax in the city, on certain admissions, collects as much as six per cent.

Exhibitor counselors intend to bring the motion into court soon after completing their study of the tax. It will take the form of a motion asking the court to "restrain the city from collecting the tax," on the grounds it violates a state law, Greenfield said.

If the motion is rejected by the court, "we will appeal it to higher state courts," Greenfield said.

West Va. Asks

(*Continued from page* 1)

with the brass ears in New York can't hear us. He still says 'National policy' with every other breath.

"What can we do about it?

"We can throw this entire state into a single buying combine. It's a desperate move but desperate conditions require desperate measures. If it's the only way to save our theatres, we must take the only solution."

National Allied leaders last year weighed the possibility of forming a national film buying combine, with initial units to be launched in the Midwest with the participation of Allied Theatres of Illinois, headed by Jack Kirsch's buying organization in Chicago, and Co-operative Theatres of Michigan in Detroit. The idea was that the buying service would be extended as rapidly as practicable until it had attained national proportions.

Actual start of the project was delayed several times and currently appears to be in a completely inactive state. Lack of interest on the part of key theatres reportedly is responsible for the inactivity.

Perspecta

(*Continued from page* 1)

portant film centers in the United States and abroad, sponsored jointly by the companies using the Perspecta stereophonic sound system, have resulted in its adoption by exhibitors on a world-wide scale. Altec Lansing will join Fairchild Recording Equipment Co. and other licencees throughout the world in filling the growing demand for integrator units."

Aviatrix to Plug 'Mighty'

Jean Sewall, Wayne-Fellows entry in the Women's Transcontinental Air Force will fly cross-country in her aercoupe labeled "The High and the Mighty," starting tomorrow morning from Long Beach, Cal., and making frequent stops between that point and Knoxville, Tenn. The film is being released by Warner Brothers over the July 4 holiday.

Compo Ad Theme

(*Continued from page* 1)

of these will cut attendance. And of course a new tax from any source could close up the theatre for good."

"In other words," the ad continues, "most American movie theatres are not the gold mine they appear to be on Saturday night."

The ad, which is captioned "The Hidden Side of the Movies," states that the showman is by nature optimistic. He deals in good cheer, not gloom. He stays in the business because he likes it above all other ways of making a living. What's more, the ad says, he is proud of his theatre, of its service to the community, of its creation of happiness among his patrons. Like other Americans he is confident of the future, especially the future of his business.

'Black Shield'

(*Continued from page* 1)

erence as to whether or not one of the applicants for a particular run was equipped for CinemaScope.

The CinemaScope versions will be available with four-track magnetic stereophonic sound or optical directional sound which can also be used as a conventional optical track, Feldman said.

There will thus be a minimum of three different kinds of prints available on the picture at what Feldman indicated was a very considerable increase in print cost.

RKO Pictures Stock

(*Continued from page* 1)

ture to prospective purchasers, could not be utilized by Atlas unless it was able to acquire 95 per cent of the outstanding RKO stock. An estimated 500,000 shares of a total of about 2,900,000 outstanding are still in the hands of the public. Hughes holds 1,260,000 shares which he can tender to the company for $6 per share up to July 31 or, presumably, could sell to Atlas. In either case, Atlas still would be substantially short of the 95 per cent ownership but comfortably in control of the corporate shell that is RKO.

RKO RADIO PICTURES, Inc.
TRADE SHOWINGS of
DICK POWELL • DEBBIE REYNOLDS
in
"SUSAN SLEPT HERE"
co-starring ANNE FRANCIS • Color by TECHNICOLOR
Directed by FRANK TASHLIN • Produced by HARRIET PARSONS • Screen Play by ALEX GOTTLIEB

ALBANY				
	Fox Screening Room, 1052 B'way	Wed.	7/7	2:00 P.M.
ATLANTA				
	RKO Screening Rm., 195 Luckie St., N.W.	Wed.	7/7	2:00 P.M.
BOSTON				
	RKO Screening Room, 122 Arlington St.	Wed.	7/7	2:00 P.M.
BUFFALO				
	Operators Screening Room, 498 Pearl St.	Wed.	7/7	2:00 P.M.
CHARLOTTE				
	Fox Screening Room, 308 S. Church St.	Wed.	7/7	2:00 P.M.
CHICAGO				
	RKO Screening Rm., 1300 S. Wabash Ave.	Wed.	7/7	2:00 P.M.
CINCINNATI				
	RKO Palace Screening Room, 12 E. 6th St.	Wed.	7/7	8:00 P.M.
CLEVELAND				
	Fox Screening Room, 2219 Payne Ave.	Wed.	7/7	2:30 P.M.
DALLAS				
	Republic Screen. Rm., 412 S. Harwood St.	Wed.	7/7	2:00 P.M.
DENVER				
	Paramount Screening Room, 2100 Stout St.	Wed.	7/7	1:45 P.M.
DES MOINES				
	Paramount Screening Room, 1125 High St.	Wed.	7/7	2:00 P.M.
DETROIT				
	Blumenthals Screen. Room, 2310 Cass Ave.	Wed.	7/7	2:00 P.M.
INDIANAPOLIS				
	Universal Screen. Rm., 517 N. Illinois Ave.	Thurs.	7/8	1:00 P.M.
JACKSONVILLE				
	Fla. State Screen. Rm., 128 E. Forsyth St.	Wed.	7/7	2:00 P.M.
KANSAS CITY				
	Paramount Screen. Room, 1800 Wyandotte	Wed.	7/7	2:00 P.M.
LOS ANGELES				
	United Artists Screening Room 1851 S. Westmoreland Ave.	Thurs.	7/8	2:00 P.M.
MEMPHIS				
	Fox Screening Room, 151 Vance Ave.	Wed.	7/7	2:00 P.M.
MILWAUKEE				
	Warner Bros. Screening Room 212 W. Wisconsin Ave.	Wed.	7/7	2:00 P.M.
MINNEAPOLIS				
	Fox Screening Room, 1015 Currie Ave.	Wed.	7/7	2:00 P.M.
NEW HAVEN				
	Fox Screening Room, 40 Whiting St.	Wed.	7/7	2:00 P.M.
NEW ORLEANS				
	Fox Screening Room, 200 S. Liberty St.	Wed.	7/7	2:30 P.M.
OKLAHOMA				
	Fox Screening Room, 10 N. Lee St.	Wed.	7/7	2:00 P.M.
OMAHA				
	Fox Screening Room, 1502 Davenport	Wed.	7/7	2:00 P.M.
PHILADELPHIA				
	Vince St. Screening Room, 251 N. 13th St.	Wed.	7/7	2:00 P.M.
PITTSBURGH				
	RKO Screen. Rm., 1809-13 Blvd. of Allies	Wed.	7/7	2:00 P.M.
PORTLAND				
	Star Film Exchange, 925 N.W. 19th St.	Wed.	7/7	2:00 P.M.
ST. LOUIS				
	RKO Screening Room, 3143 Olive St.	Wed.	7/7	2:00 P.M.
SALT LAKE CITY				
	Fox Screening Room, 216 E. 1st South	Wed.	7/7	1:30 P.M.
SAN FRANCISCO				
	Fox Screening Room, 245 Hyde St.	Wed.	7/7	2:00 P.M.
SEATTLE				
	Jewel Box Theatre, 2318 Second Avenue	Wed.	7/7	1:30 P.M.
WASHINGTON				
	Film Center Screening Room 932 New Jersey Avenue	Wed.	7/7	2:00 P.M.

Enjoy full profit from CinemaScope shown in its full appeal!...use only Bausch & Lomb Lenses created specially for CinemaScope

SEE YOUR 20th CENTURY-FOX REGIONAL DEMONSTRATION

See! Hear! Important facts you should know about amazing advances in CinemaScope. Why it's better than ever on film . . . better on your screen! See CinemaScope shown in its full brilliance, sharpness, color, and commanding full dimension . . . with Bausch & Lomb Lenses. Be sure to attend. Watch for your invitation.

Your screen shows the difference . . . your boxoffice figures the difference in pay-off. Proof? *Over 90% of the theatres showing CinemaScope* use Bausch & Lomb lenses and cylindrical anamorphic attachments. These theatres put their faith in Bausch & Lomb exclusive know-how . . . gained from creating and producing the first practical CinemaScope optical system . . . from Baltar filming lenses and anamorphic attachments, to the new Super Cinephor f/1.8 projection lenses. More proof? Ask your dealer for actual lens-by-lens comparison proof that Bausch & Lomb is best by far. Bausch & Lomb Optical Co., 741 St. Paul St., Rochester 2, N. Y.

BAUSCH & LOMB

SINCE B&L 1853

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 76. NO. 3 NEW YORK, U.S.A., TUESDAY, JULY 6, 1954 TEN CENTS

Tradewise . . .

By SHERWIN KANE

A PROPOSAL that production-distribution companies underwrite a national motion picture promotion and sales program on television, keyed to stimulate theatre attendance throughout the country, was discussed with key company executives here last week by Trueman T. Rembusch of Syndicate Theatres, Indiana.

The plan, originated by Joseph P. Finneran, Rembusch's business associate, envisions a 15-minute weekly program, planned and executed to create a high amount of "want-to-see" on the part of the public for forthcoming films. On a 52-time basis on a Monday or Tuesday evening, the program could be put on the air for approximately $1,000,000, according to preliminary estimates.

•

Rembusch believes the project goes direct to the heart of the problem of winning back the theatres' old customers and gaining new ones. A former president of national Allied States and for many years president of Allied of Indiana, as well as having been until last fall one of the governing triumvirate of the Council of Motion Picture Organizations, Rembusch said his experience has convinced him of the accuracy of findings by the Sindlinger Organization which showed that the motion pictures' lost audience is in large part watching television.

"That's where we have to go to find them and lead them back," Rembusch said prior to leaving for his home in Franklin, Ind., after several days of conferences here. "The success of such television campaigns as those for 'Roman Holiday' and 'Stalag 17' shows that a great 'want-to-see' can be built up through this medium. It is absolutely essential that we do something to increase theatre attendance and this looks like the thing to do.

"Thousands of theatres need help and need it quickly. It is a fact that if the Federal tax relief had not come this spring, a great

(*Continued on page* 2)

TOA Officials in Global Alliance Talks in London

Starr and O'Donnell Meet CEA Executives In Exploratory Move; British Leaders to Be Asked to Attend TOA Fall Convention

By WILLIAM PAY

LONDON, July 5.—Exploratory talks on the practicability of the proposed international association of exhibitor organizations were held here last week by Alfred Starr, chairman of Theatre Owners of America's executive committee, and Walter R. Fuller, general secretary of the Cinematograph Exhibitors Association.

Alfred Starr

Robert J. O'Donnell, member of the T.O.A. board of directors, arrived here at the weekend and met with Starr to hear his report before conferring with C.E.A. officials himself. O'Donnell, who will be here for about 10 days before returning to America, said he thinks the idea of an international alliance of exhibitor organizations "interesting and exciting."

R. J. O'Donnell

The T.O.A. board and executive committee at their recent meeting in Los Angeles authorized Starr and O'Donnell, as well as other representatives of the organization, to explore with C.E.A. officials during visits here the proposed international working agreement.

Considerable correspondence on the subject also has been exchanged between officials of Allied States Association and C.E.A. and the basis of a working agreement with Continental exhibitors exists through the Union Internationale de l'Exploitation Cinematographique in Paris.

Following his meeting Starr told Motion Picture Daily that the president of the C.E.A. and Fuller would be invited to T.O.A.'s annual convention in Chicago next November. He envisaged an annual convention of British and American exhibitors where interests common to exhibitors in both

(*Continued on page* 4)

St. Paul Threatened With Admission Tax; Kane Hits AMA 'Lie'

MINNEAPOLIS, July 5.—St. Paul City Council has authorized a committee to investigate the possibility of imposing a theatres admission tax, in a move to seek new sources of revenue. The Council claims that under the city charter, such a levy could be imposed without the passage of an enabling act by the Minnesota legislature.

Meanwhile, Stan Kane, executive counsel of North Central Allied, has charged that the Minnesota League of Municipalities and similar leagues in Wisconsin and North and South Dakota with using the "big lie" to gain support for their proposed legislation to enable the municipalities to impose a tax on admissions.

Specifically, Kane charges the state leagues with following the line of the American Municipalities Association in falsely declaring the reason the cut in the tax was granted by Congress and signed by the President was for the purpose of turning the levy over to the municipalities.

Kane called the action of AMA "unmitigated gall" and said the record is "replete with irrebuttable evidence that the sole purpose of Congress (in cutting the tax) was to give help to our

(*Continued on page* 4)

New Ore. TOA Unit Sets Regional Meets

PORTLAND, Ore., July 5.—Regional meetings of the newly formed Theatre Owners of Oregon will be held shortly for the purpose of strengthening the latest affiliate of the Theatre Owners of America. Sessions will be held in Pendleton, Eugene and Medford. Delegates to the national TOA in convention in Chicago this fall will be selected at the meetings.

Officers of the TOA are Albert Forman, president, and James Clark, secretary-treasurer.

The board of directors consists of: Forman; Art Adamson, operating theatres in Portland, Vancouver, Corvallis and Albany; Tom Moyer, Moyer circuit; Walter Tibbets, Laurelhurst theatre; Ray Grambacher, Esquire Theatre; Jesse E. Jones, Jones Theatres; William Graeper, Jr., Egyptian Theatre; Thomas

(*Continued on page* 4)

GOVERNMENT APPROVAL OF NEW ITALIAN PACT REPORTED NEEDED

By ARGEO SANTUCCI

ROME, July 5.—The new two-year American film import and lira remittance agreement signed here last week by Eric Johnston, president of the Motion Picture Association of America, and Eitel Monaco of ANICA, Italian government film body, is conditioned upon being given the approval of government departments of both countries. The pact is scheduled to become effective Sept. 1.

The Italian Foreign Office and the Ministry of Foreign Trade are known to have been disappointed over not having been informed of details of the agreement in advance of its closing. They learned from newspapers that an accord had been reached and the pact signed. Further, it is believed here that they will not receive the full details until after Johnston has reported to American authorities in Washington, possibly tomorrow. Both the American State Department and the Federal Trade Commission are known to be interested in details of the agreement.

Personal Mention

ERNEST TURNBULL, managing director of Hoyt's Theatres, Ltd., of Australia, left New York yesterday for London via B.O.A.C. Mayflower.

•

MARY CAY REMBUSCH, daughter of TRUEMAN T. REMBUSCH of Syndicate Theatres, Franklin, Ind., will be married Aug. 14 to WILLIAM JOHNSON in St. Thomas R. C. Church, Indianapolis.

•

BRUCE ROSS, assistant production manager for Charles E. Skinner Productions, is the father of a daughter born to MRS. ROSS at Polyclinic Hospital here.

•

EUGENE VAN NORMAN, of the Times Theatre, Milwaukee, was married there last week to MRS. HATTIE JOHNSON of Wauwatosa.

•

OSCAR MORGAN, Paramount general sales manager in charge of short subjects, will return to New York today from the Midwest.

•

HOWARD G. MINSKY, Paramount Mid-eastern division manager, has returned to Philadelphia from New York.

•

MINNIE GINSBERG, secretary to ALAN F. CUMMINGS, M-G-M exchange operations head, has left New York for Long Branch.

•

VINCENT FLYNN, M-G-M manager in Omaha, is in New York from there.

•

HERB STEINBERG, Paramount national exploitation manager, will return to New York today from Philadelphia.

•

ROBERT BASSLER and ERICH PRESSBERGER, producers, have left New York for London via B.O.A.C.

•

HAROLD ZELTNER, M-G-M New York salesman, has returned here from Florida.

•

LARRY CALLAHAN, M-G-M field auditor in the Atlanta territory, is in New York from there.

•

NAT L. LEFTON, retired Cleveland distributor and now vacationing in the Hawaiian Islands, is recovering from an operation at Wilcox Memorial Hospital, Lihue, Kauai.

Another Extension For SW Divestiture

WASHINGTON, July 5.—The Justice Department has agreed to extend for another six months, until next Jan. 4, the Stanley Warner divestiture deadline.

This will make the fourth six-month extension of the divestiture deadline, originally set at Jan. 4, 1953. So far, the circuit has disposed of 40 of the 54 theatres it was supposed to sell under the original Warner consent decree, justice officials said.

Theatres Send Dates For Ill Distributor

INDIANAPOLIS, July 5.—With the cooperation of members of the local Variety Tent and of Allied Theatre Owners of Indiana, the illness of Joseph Bohn, Realart branch manager and one of the real veterans of Film Row here, was made considerably less disturbing to him.

Through the two organizations, Indiana exhibitors were urged to send in playdates to the Realart branch, operated in Bohn's illness by his wife. A list of available pictures accompanied the request. The reponse eased the worries of the stricken Bohn and his wife and is expected to be a big factor in his recovery.

Seek to Lay UK Pay Dispute Before Gov't

LONDON, July 5.—Tom O'Brien, head of the National Association of Theatrical Kine Employes, is using the industry debate over the entertainment tax remission division as a means of bringing his union's demands for increased wages to the attention of the government.

O'Brien, for his part, claims a share, if not all, of the tax remission should go to raise the wage levels of his members and has asked the Chancellor of the Exchequer to receive a union delegation for a hearing.

The wage negotiations between NATKE and the Cinematograph Exhibitors Association have broken down and the dispute has been reported to the Ministry of Labor for arbitration.

Eastern, Canadian RKO Sales Meeting To Start Tomorrow

Members of RKO Radio's Eastern and Canadian sales staffs will arrive in New York today for a two-day meeting which begins tomorrow morning at the Warwick Hotel. Similar conferences were held recently in New Orleans and Chicago. Local sales executives also will attend the sessions which will be presided over by Charles Boasberg, RKO's general sales manager.

J. R. Grainger, president of RKO Radio, will detail activity at the studio and outline plans involving forthcoming product.

A screening of "Susan Slept Here" has been scheduled for the first day. The Technicolor comedy goes into release July 24, following its world premiere in San Francisco on July 14. Highlights of other RKO productions have been prepared for showing to the sales personnel.

From All Sections

Those arriving from Eastern division offices are Robert J. Folliard, Eastern district manager, from Philadelphia, and the following branch managers: Hattan F. Taylor, Boston; Barney Pitkin, New Haven; Charles Zagrans, Philadelphia; Dave C. Silverman, Pittsburgh, and Joe B. Brecheen, Washington, D. C.

Canada will be represented by Jack Labow, Canadian district manager, who headquarters in Toronto, and branch managers Myer Nackimson and Harry Cohen, Toronto and Montreal, respectively.

Another two-day sales conference has been scheduled for Western and Rocky Mountain area executives in San Francisco on July 12-13.

TECHNICAL TAX BILL CERTAIN TO BECOME LAW: NO CHANGES

WASHINGTON, July 5.—Most provisions of the technical tax bill of interest to the film industry are identical in both House and Senate versions of the measure and cannot be changed in conference. They are now certain to become law.

The Senate passed its version of the measure Friday. House-Senate conferees will get to work on the final bill late this week or early next and the final law is certain now to contain a provision permitting businessmen to write off more quickly any investment in new equipment and buildings.

Whereas under present law, only half the cost of an item can be written off in the first half of the item's life, both House and Senate bills contain provisions allowing a two-thirds write-off in that period.

Both bills continue the 52 per cent corporate tax rate through April 1, 1955.

The House bill would require corporations with more than a $50,000 tax bill to pay part of their taxes currently—starting in 1955 instead of entirely in the following year. The Senate bill would do the same thing with respect to firms with more than $100,000 of tax liability.

Both bills permit a firm to carry one year's losses back two years—rather than the present one year—to get tax refunds from the earlier, more profitable years. Both bills would permit firms to pay on the basis of a 52-week or 53-week year, helping out many theatre firms which keep their books on a weekly basis for business purposes but most now keep separate books for tax purposes, since law requires returns based on a period ending the last day of a month.

The final law would levy a new one per cent per month charge on underpayments of withholding or excise taxes into depositary accounts and cut from four years to three the time limit for assessments or refund claims on excise taxes. All corporations would be given an automatic three-month extension, under both bills, of the deadline for filing income tax returns, providing they file an appropriate form with the Treasury and pay an estimated tax. Both bills set up clear rules for the first time—though slightly difference rules in each bill—for taxing partnerships.

Tradewise . . .

(*Continued from page* 1)

many theatres would have had to close. A great many more are hanging on now only in the hope of an upturn soon. The plan we have in mind could bring that about, I believe."

•

Rembusch feels that production-distribution companies are needed to underwrite the plan and that the program could be so arranged as to permit exhibitors to participate locally.

A break-down of costs indicates that it could average out to around $9,000 per picture advertised on the program. Should that estimate be sustained, the project appears to be wholly feasible costwise. It is to be commended also, and is deserving of the most serious consideration, as well, for the stimulus it is capable of providing to all those interested in contributing something extra in the way of helping to sell films and the theatres to the public at this crucial period in their existence.

Enthusiastic, effective promotional work is sorely needed. The Finneran-Rembusch plan may well show the way.

Atlanta's WOMPI Holds Anniversary

ATLANTA, July 5.—The Women of the Motion Picture Industry Club of Atlanta celebrated the anniversary date of WOMPI's first meeting in Atlanta with a dinner at the Atlanta Variety Club.

The occasion climaxed a membership drive initiated April 4, which has garnered 12 new members. The club's total membership is now 105.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE STUDENT PRINCE"
In CinemaScope starring
Ann BLYTH • Edmund PURDOM
and the Singing Voice of MARIO LANZA
Color by ANSCO An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

WARNER BROS present WILLIAM A. WELLMAN'S
THE HIGH AND THE MIGHTY
CINEMASCOPE AND WARNERCOLOR
starring
JOHN WAYNE - CLAIRE TREVOR - LARAINE DAY - ROBERT STACK
JAN STERLING - PHIL HARRIS - ROBERT NEWTON - DAVID BRIAN
A WAYNE-FELLOWS PRODUCTION
PARAMOUNT
TIMES SQUARE

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: **Motion Picture** Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

THEY ALL AGREE! MARLON BRANDO ON THE WATERFRONT IS THE GREATEST!

"Powerful. Marlon Brando does his best job in 'On the Waterfront'."

Kirk Douglas

" 'On the Waterfront' is a wonderful picture, tender, emotional, powerful."

Julie Harris

"To me 'On the Waterfront' is one of the most exciting and important pictures made in this or any other year."

Paul Osborne

" 'On the Waterfront' has the dimension of reality. It is a great movie and tremendous theatre."

Shelley Winters

"One of the most powerful pictures in motion picture history."

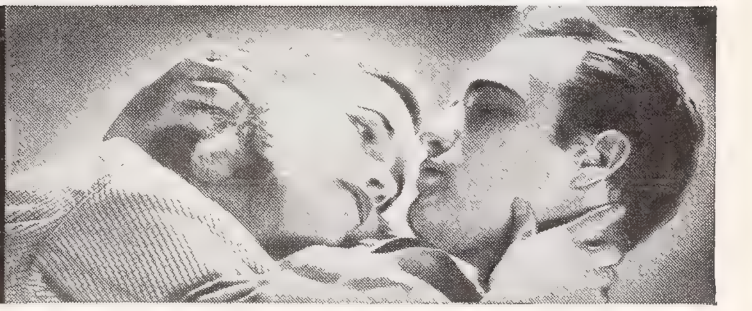
Frank Ross

" 'On the Waterfront' is the most dynamic motion picture I've ever seen."

Mervyn Leroy

COLUMBIA PICTURES presents

MARLON BRANDO



On The Waterfront

AN ELIA KAZAN PRODUCTION

co-starring **KARL MALDEN** · **LEE J. COBB** · with ROD STEIGER · PAT HENNING · and introducing **EVA MARIE SAINT**

Produced by **SAM SPIEGEL** · Screen Play by BUDD SCHULBERG · Music by LEONARD BERNSTEIN · Directed by ELIA KAZAN

A HORIZON PICTURE

Oregon TOA

(*Continued from page* 1)

Walsh, representing J. J. Parker Theatres; Russ Brown, general manager, Evergreen Theatres; John Matlock, Rivoli Theatre, Pendleton; Lee Corbin, Lipper Theatres, Medford; Jack Lovett, Oregon Theatre Co-op, representing some 40 Oregon show houses, and Roy Brown, who operates a buying agency for another large group of theatres.

St. Paul

(*Continued from page* 1)

distressed industry," and he called on exhibitors to start now to kill enabling legislation plans.

RKO Stock Hits 6⅞; Chills Tenders at 6

RKO Pictures stock continued its newest advance on the N. Y. Stock Exchange last Friday, gaining ¼ of a point to set a new high for the year for the second consecutive trading day. It closed at 6⅞ on a turnover of 11,200 shares. Atlas Corp. interest in the stock is regarded as the reason for its continued advance.

With the company offering $6 per share, few tenders of the stock by holders are likely to be made when it can be sold on the market at the current quotation, observers point out.

10-Story High Screen For Chi. Drive-in

CHICAGO, July 5.—Skyhi Drive In is completing installation on a new CinemaScope screen, said to be the largest in the Chicago area. The $30,000 screen is 10 stories high. Improvement of its concession stands also is costing the outdoor theater $48,000, the major item in a $100,000 remodeling of the drive-in which will show CinemaScope films exclusively following the July 25 re-opening.

'Caine' Mark in Hub

BOSTON, July 5.—"Caine Mutiny" in its opening day, is reported to have broken every house record at the Astor theatre here, where it took in $5,700 in the 1,300-seater at $1.20 top.

RKO RADIO PICTURES, INC.
Corrected Dates For
TRADE SHOWS OF
"Susan Slept Here"

CLEVELAND
Fox Scr. Rm.
2219 Payne Ave. Thurs. 7/8 2:30 P.M.
DETROIT
Blumenthals Scr. Rm.
2310 Cass Ave. Wed. 7/7 10:30 A.M.
MEMPHIS
Fox Scr. Rm.
151 Vance Ave. Wed. 7/7 10:30 A.M.
OMAHA
Fox Scr. Rm.
1502 Davenport Wed. 7/7 10:30 A.M.
PORTLAND
Star Film Exchange
925 N.W. 19th St. Fri. 7/9 8:00 P.M.
SAN FRANCISCO
Fox Scr. Rm.
245 Hyde St. Thurs. 7/8 2:00 P.M.

Review

"Valley of the Kings"

(Metro-Goldwyn-Mayer)

A NAME cast and some brilliant color in Technicolor photography of Egyptian cities and landmarks serve to stimulate a moderately paced story and mark "Valley of the Kings" a top draw attraction for general audiences.

The film stars Robert Taylor, Eleanor Parker, Carlos Thompson and Victor Jory. Kurt Kasznar, Aldo Silvani and Leon Askin head a supporting cast which turns in notable performances.

The period is the turn of the century when Taylor, as an American archeologist, agrees to help Miss Parker search for the tomb of the Pharoah, Rahotep. The girl is searching for the tomb to achieve a life long ambition of her deceased father, a famed archeologist. Deeply religious, her father had sought confirmation of biblical stories in Egypt. Miss Parker believes he was on the verge of discovering positive proof, a tomb with evidence in it that the Old Testament account of Joseph in Egypt is literally true.

Taylor, although skeptical, agrees to accompany the girl, perhaps motivated by her charm and good looks. It isn't until he agrees to go on the expedition that he learns that she is married to Thompson, a soldier of fortune.

The archeologist is immediately suspicious of Thompson, who seems to have a knack of being wealthy although unemployed. The suspicions are borne out when Taylor and Miss Parker reach an Egyptian temple, to find Thompson plundering its treasures. The two men engage in a fight on a cliff high above the temple in which Thompson falls to his death.

In the temple Taylor finds a clue to the location of the Pharoah's tomb. During digging operations there, he and Miss Parker discover by accident a door that leads into a secret chamber. The room contains great treasures and also writings that prove the ancient Egyptians did worship one God and that Joseph must have visited Egypt.

After the discovery, the couple leave the tomb together, with a new life ahead.

Robert Pirosh directed "Valley of the Kings" and collaborated on the screenplay with Karl Tunberg. Director of photography Robert Surtess and Miklos Rozsa, who wrote the score, deserve special commendation for their contributions to the film.

Running time, 86 minutes. General classification. For release, July 23.

Upper Midwest Area In C'Scope Spurt

MINNEAPOLIS, July 5.—With 35 theatres in the upper Midwest area installing CinemaScope in the last two weeks, the slow but steady switch to the new medium is gaining momentum.

It is reported that at least a dozen other exhibitors have placed orders.

The new installations bring the total of CinemaScope installations in Minnesota, the Dakotas, Iowa, Wisconsin and Nebraska to well over 400, just a little under a tenth of the 4,644 reported nationally last week by officials of 20th Century-Fox.

Although many of the new installations, particularly those in the smaller out-state situations are for single-track optical sound, equipment dealers indicate that almost all installations being ordered for the larger towns where competitive houses are playing CinemaScope with full stereophonic sound are also getting the full treatment.

Only One Drive-in Equipping

Still lagging badly behind the rest of the country are the area's drive-in theatres. Only new drive-in reported is W. R. Frank's Chief now under construction at Willmar, Minn., which has ordered a Ballantyne installation from Al Aved in Minneapolis. Frank has also ordered a full stereophonic sound installation for his Boulevard, a south Minneapolis neighborhood house. Equipment dealers expected, however, that the grosses reported at 7-Hi Drive-in in Minneapolis and the Minot Drive-in at Minot, N. D., would stimulate interest among the operators of outdoor stands.

Minnesota leads the parade of new installations reported last week with 22 of the 35 total. Seven of the theatres are located in St. Paul and two in Minneapolis, bringing the Twin Cities total to thirty.

Hirschhorn New 20th New Haven Manager

Herman Hirschhorn, formerly sales manager of the 20th Century-Fox's Philadelphia branch, has been promoted to branch manager of the company's New Haven exchange, it was announced at the weekend by Al Lichtman, director of distribution.

Hirschhorn replaces Ben Simon, who is voluntarily retiring after many years with the company.

In Philadelphia, salesman Shep Bloom has been elevated to sales manager under branch manager Sam Diamond, while "Hi" Bettinger will handle duties previously under the supervision of Bloom.

Hirschhorn joined 20th Century-Fox in 1949 as a salesman after several sales posts with other companies in the industry. He served with the United States Navy during World War II.

Balaban Back from 3 Weeks in Europe

Barney Balaban, president of Paramount Pictures, returned to New York yesterday by plane from Paris following a three-week European trip in conjunction with demonstrations of VistaVision in four countries.

The demonstrations, all of which were attended by Balaban, were held in London June 16 at the Plaza Theatre, Paris June 21 at the Paramount, Rome June 26 at the Supercinema, and Frankfurt June 30 at the Turm Palast. Following the demonstration in London, John Davis, the managing director of the J. Arthur Rank Organization, announced in London his support of the VistaVision process and that the Pinewood studios would become the first film production center in Britain to adopt the system.

Global Alliance

(*Continued from page* 1)

countries would be discussed. Nothing would interest him, or his organization, more than an international agreement of some kind, but the incentive must come from the C.E.A., he said.

"We have common problems; as for instance, the need for a steady flow of good product, a rental system enabling exhibitors to make a reasonable living and the necessity for not treating all theatres exactly alike," Starr said.

He commented on the difference between producer/exhibitor relations in America and Britain. In America, he said, we have a much more partisan atmosphere with nothing like the exchange of information as there is here.

Sees CEA Victor Over 20th-Fox

He gave the C.E.A. full credit for having won the battle against 20th Century-Fox on stereophonic sound for CinemaScope productions. He personally took a dim view of the new cinema developments: "The only way to fill the cinemas is for the industry to produce better pictures. The play's the thing. The American industry has been through a troubled time but I am optimistic about the future following the post-war transition."

Starr is here on a two-month visit and plans to meet exhibitors all over the country. He also anticipates further informal talks with the C.E.A.

No comment has yet emerged from C.E.A. headquarters, but there is every likelihood that the subject will be discussed at the Association's next executive meeting on July 14.

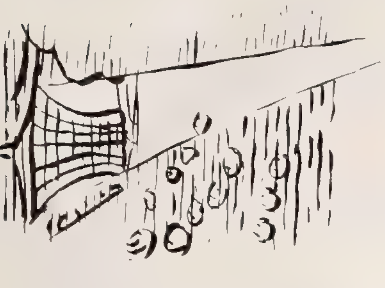
Jack Felix Named AA Denver Manager

HOLLYWOOD, July 5.—Harold Wirthwein, Allied Artists western division sales manager, announced the appointment of Jack Felix as manager of the company's Denver exchange, to fill the vacany created last week by the unexpected death of Charles Duer.

Felix joined the company five years ago after 15 years with Paramount in the Denver area, and since January, 1951, has been manager of the Portland exchange. A native of Denver, Felix will take over his new post on July 12.

7 DAYS IN
HAWAII
$469
(from New York), including round-trip transportation and hotel accommodations
Fly United DC-6 air tourist service all the way, with stopover on the West Coast, if you like. Only United features 2-abreast seating and wide center aisles on all planes.
UNITED AIR LINES
Fare plus tax.
COMPARE THE FARE AND YOU'LL GO BY AIR

WE SAW THEM ALL



. . . TESTED THEM

. . . DISCUSSED THEM

We Engineered and Now Are
Producing the Best

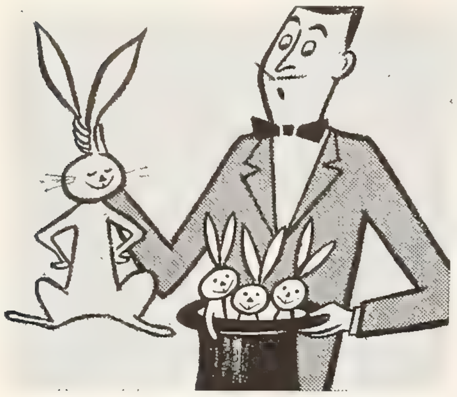
THE HĪLUX VARIABLE ANAMORPHIC LENS

$750.00 Per Pair Thru Your
Theatre Supply Dealer

PROJECTION OPTICS CO.

330 LYELL AVENUE, ROCHESTER 6, N. Y.

EXHIBITOR'S
CORNER



Q. *WHERE'S THE MAGIC IN DYNA-LITE?*

A. ***Right in the seams*** of this new, all-purpose silver screen that adds brilliant illumination for 2-D, 3-D and wide-screen films. Best thing about these seams is that your patrons will scarcely ever be able to discern them. The reason: they're electronically welded by a special process to eliminate those annoying reflections and distortions. Made of tear-proof vinyl plastic, your RCA Dyna-Lite Screen can be stretched drum-tight for a smooth, uniform surface end to end.

Q. ***WHO** has the amazingly-low-cost figures on the new all-purpose RCA Dyna-Lite Screen?*

A. ***Your local independent RCA Theatre Supply Dealer*** can show you how the electronically welded Dyna-Lite Screen brings better pictures within financial reach of every house...the smallest or the largest.

RCA®
RADIO CORPORATION
of AMERICA
THEATRE EQUIPMENT
CAMDEN, N. J.

90% of Neighborhoods

Majority of Theatres Here Passing Tax to the Public

The majority of motion picture theatres here, both circuit owned and independent, are passing the New York City five per cent admissions tax on to the public, according to a weekend checkup of the situation.

A spokesman for the Randforce Amusement Corp., said indications are that "90 per cent of neighborhood houses" are passing on the tax, but with no actual increase in admissions.

In other words, the houses have not increased old admissions, but have informed the public that, according to law, the increases are for payment of the city imposed levy.

The Randforce price scale affords a typical example of the increases brought on by the tax. Including pre-tax admissions and current prices, the scale is as follows:

Adm. (pre-tax)	*Current*
20 (cents)	21
25 "	26
30 "	32
35 "	37
40 "	42
45 "	47
50 "	53

After 50 cents, the Federal 10 per cent tax becomes effective. Examples, including increases combining the Federal and city taxes are as follows: A hike from 60 to 63 cents, eight cents of which goes toward payment of both taxes; 65-68 cents, 70-73 cents. For first run houses, Randforce Circuit prices jumped from 75 to 78 cents.

One of the major circuits in the city, Loew's Theatres, Inc., announced at the weekend that all Loew's neighborhood houses are passing the tax on to the public. However, Loew's officials said two of the circuit's first run Broadway houses, the Capitol and the Loew's State, are absorbing the tax at present.

Brandt Theatres, Inc., spokesmen said at the weekend that most of the circuit's neighborhood houses have followed suit, adding on the cost of the tax to old admissions.

However, two first run Brandt houses, the Globe and the Mayfair, will absorb the tax rather than pass it on to the public.

Two of the city's showcases, the Roxy and the Radio City Music Hall, have also begun to pass the tax on to the public. The Roxy's new prices, as of July 1, include: Weekdays from noon to 4:00 P.M., $1.20, as compared to the pre-tax price of $1.15; Saturday, from noon to 3:00 P.M., $1.50, as compared to a previous price of $1.40; for Sunday, from opening to 1:00 P.M., a 10 cent increase of from $1.40 to $1.50.

The Radio City Music Hall prices, for weekdays are: From opening to noon, 95 cents; from noon to closing, $1.90. On Saturdays, from opening until noon, $1.05, an increase of five cents; and $1.45 on Sundays, as compared to $1.40 previously.

RKO theatres in the city are adding the tax to standard admissions in all houses, a company executive said. The only exception is at the circuit's Broadway first run house, the Palace, where the 50 cent childrens' admission is standing pat.

Skouras 'Passing On' Tax

The Skouras circuit is "passing on the tax in all cases," according to a circuit official. He said Skouras houses have not increased old admissions, but are adding on the tax as required by law.

In another tax development, Supreme Court Judge Samuel Di Falco at the weekend dismissed as "academic" two suits brought by a group of theatre owners including the Warner Theatre and the Radio City Music Hall, against the city. The two motion picture houses, only ones in the city with advance ticket sales, sought to enjoin the city from collecting the five per cent tax on tickets sold in advance of Thursday for performances on and after that date.

Citing the action taken by the Wagner administration Thursday to amend the tax law, Di Falco declared that it made unnecessary any further consideration of the litigation placed before him.

Wants 'Oklahoma' to Be Shot in Oklahoma

WASHINGTON, July 5.—Rep. Wickersham (D., Okla.) suggested that producer Arthur Hornblow scrap present arrangements to shoot most of the film "Oklahoma" in California and Arizona and instead go to Oklahoma to make the film.

Wickersham rose in the House of Representatives to express "natural resentment" at newspaper stories that "Oklahoma isn't good enough for the filming of 'Oklahoma'." He said he had written to Hornblow, suggesting that "should there still be time, reconsider the step you have taken," and "carry on the fine tradition of our motion picture industry to shoot the story where it happened."

'Crusaders' Set to Open on the Coast

HOLLYWOOD, July 5.—The world preimere of the Warner's CinemaScope-WarnerColor production "King Richard and The Crusaders" has been set for July 8 at the Egyptian Theatre here, it was announced by Warners. Stars and press will be accorded the "red carpet" treatment, including trumpeteers and page boys dressed in keeping with the picture.

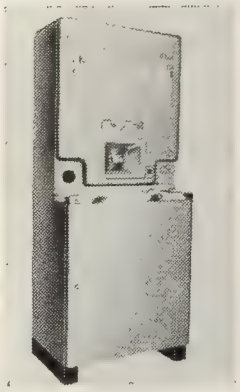
MITCHELL MAY, Jr.
CO., INC.
INSURANCE
•
Specializing
in requirements of the
Motion Picture Industry
75 Maiden Lane, New York
3720 W. 6th St., Los Angeles

In the THEATRE Equipment & Refreshment World . . .

• • *with RAY GALLO*

THE Synthetic Vision Corporation of Dayton, Ohio, has developed equipment designed to provide push-button adjustment of both screen masking and curtains to projection in various aspect ratios. The curtain and masking materials are combined and are operated by motor on a track with control, which includes preset positions for regularly used picture dimensions, from the projection room. The set-up is called an "automatic formatting system." For installation of the system complete equipment is supplied, including the curtain and masking fabric, plus a valance, a frame for these and the screen-incorporating traveler track, a motor and related electrical control devices. The manufacturer states the screen itself can also be supplied.

•



A new coffee vendor (see photo) produced by Mills Industries of Chicago is designed to allow each customer to flavor coffee to his own personal taste. Each patron selects the exact amount of cream and sugar desired from "none" to "rich" instead of just choosing 'with" or "without" as on many previous machines. Called the "Coffee Service" the unit employs all dry, powdered ingredients and requires no refrigeration. It has a full 500-cup and drink capacity.

•

Appointment of the Superior Theatre Equipment Co. of Philadelphia and Sterling Sales and Service, Inc. of Dallas as dealers for Lorraine carbons has been announced by Ed Lachman, president of Lorraine Carbons, Inc., of Boonton, N. J.

•

The Charles E. Hires Co., Philadelphia, has introduced a new snack bar, incorporating a built-in refrigerator having a capacity of 2,000 frankfurters. It is designed to provide large-size operations with "volume food service requirements at a lower operating expense," according to C. D. Clarke, Hires general sales manager of the Fountain division.

•

The Steber Mfg. Co., Broadview, Ill., has announced a new aluminum floodlight with thermal shock and impact resistant lens for 200-300 watt lamps. The reflector and neck of this unit are spun of heavy gauge aluminum in one piece. The floodlight is furnished with a heavy-duty round base for mounting to any flat surface or directly to a 4-inch outlet box.

ABC-TV June Billings Total $18,652,700

During the past 30 days, a total of $18,652,700 in gross time sales—representing $15,820,400 in new business and $2,832,300 in renewals—was placed with the American Broadcasting Co. television network by 14 of the nation's leading advertisers, Charles R. Abry, ABC-TV's national sales director, reported here at the weekend.

'Fear' Premiere Gets Coverage

PHOENIX, July 5.—In addition to the crowds in the roped off street, an estimated 95,000 families witnessed the premiere festivities of "Ring of Fear," the Wayne-Fellows production for Warners, over the weekend as KOOL-TV did a remote telecast from the front of the Fox Theatre.

Arizona Newsreel covered the event for KPHO-TV, and radio station KOY aired a description and interviews. In person viewers included Lieutenant Governor Bolin and Mayor Murphy.

Studios Ask ABC-TV For Show Kinescope

HOLLYWOOD, July 5.—Twentieth Century-Fox is reported to be the fourth picture studio to ask for a print of the ABC-TV telecast of "Fearful Decision" on The U. S. Steel Hour.

Warner Brothers, Paramount and Allied Artists previously requested kinescopes of the program, which was seen on June 22 on the network.

To Show Color Reel

The second in a series of meetings to be held by the National Television Film Council production committee covering methods, techniques, applications and commercial utility of color films for TV is scheduled for Thursday at the NBC studios. It is slated to feature the first closed circuit screening of a special color test reel developed by the national TV system committee.

Johnston in Radio Talk

Eric Johnston, president of the Motion Picture Association and President Eisenhower's special emissary to the Near East, will describe his work in the two unrelated fields on CBS Radio's "Washington, U. S. A.." on Saturday.

Re-release 2 WB Films

Two Warner Brothers films, "Smart Money" and "The Roaring Twenties," opened at the Holiday Theatre here over the weekend, the film company announced.

HOWARD E. STARK
Brokers and Financial Consultants
TELEVISION STATIONS
RADIO STATIONS
50 E. 58th St., N. Y. EL 5-0405
Specialists to Motion Picture Industry

Television--Radio

with Pinky Herman

POTENTIALLY one of the most dramatic events in racing history, the 'dream race' between the only two humans ever to run a mile in less than four minutes, Jack Landy of Australia and Roger Bannister of England, will be viewed by millions of Americans August 7 between 5 and 6 P.M. TVia NBC. The telecast, arranged between NBC and the Canadian Broadcasting Corporation, will be shot by a CBS crew, beamed from Vancouver to Seattle, thence via closed circuit across the country to Buffalo and fed to NBC-TV as well as to the CBC-TV network. . . . With prexy Abe Saperstein currently in Europe unearthing scenic and sports films, the firm bearing his name has opened N. Y. offices and is offering its initial telefilm series, "Kid Magic." . . . Phil Clarke, whose CBSleuthing these past five years as "Mr. Keen, Tracer of Lost Persons," stamps him as one of radio's better thespians, is a country squire in his leisure moments whose rose garden is a showplace out at Baldwin, L. I. Every day during the summer months Phil wears a rose in his lapel to his program (10:00-10:15 P.M. with an additional half-hour, 8:00-8:30 P.M. Fridays) which he gives to one of his staff.

☆ ☆ ☆

Bud Palmer

Good looking young Bud Palmer whose ace spieling nitely on the NBC-TV "Sports Final" augurs well for the former athlete, is a chip off the old block. His dad, Lefty Flynn, was a stunt man in the old silent movies. . . . In demonstrating the latest development in color film telecasting Friday, utilizing the new Eastman 35mm color, NBC on the "Mrs. U.S.A." program, used Owen Murphy Production's "Rural Reserve." . . . At the Atlas Film Corp. studios in Oak Park, Ill., they recite their ABC's thusly: A is for the A-nnouncement by Sunbeam Corp. that TV color spots will start production next week. B is for B-estowal by Cleveland Film Festival of top honors on "500,000 to One," the color flicker made by Atlas for Sinclair Refining Co. C is for C-ompletion by director Lou Marlowe of "Top Assignment" for the Milwaukee Community Chest Fund. Q.E.D. . . . Harry Forwood, Sid Caesar's urbane press rep, off to Sachem's Head, Conn., for a two-week holiday with his beauteous frau, Maggie. Members of Sachem's Head Yacht Club are hereby warned to heave to when the Forwood sloop, Para, storms in. . . . Paul Taubman's organ wizardry provides musical background for Louise Albritten's new NBC-TVehicle "Concerning Miss Marlow," seen across the board in the 3:45-4:00 P.M. slot.

☆ ☆ ☆

Walt Framer

Colgate Palmolive Co. has renewed Walt Framer's "CBStrike It Rich" TV'er for another 52 weeks via the Wm. Esty Agency. This noon-time series has thrilled millions, has helped thousands and, in our book, seems to get better and mellower with the passing six years. . . . Since the meeting in Chicago six weeks ago, members are so enthusiastic about the new Television Advertising Bureau (TVAB) that more than half its members are paid up three months in advance. . . . Comic Peter Donald, whose mom & dad were vaude headliners, made his debut when, at the age of three, the late Will Rogers picked him up from a trunk and carried him onstage for several bows. . . . CBSensational is the only way to describe the success of the CBS-TV film series, "Amos 'n' Andy" which last week was sold to 11 more stations, bringing to 108 the number of syndicated outlets for the Freeman Gosden-Charles Correll production.

☆ ☆ ☆

Howdy Doody's' alter ego (his what?) who started an adult radio series over NBC last week, will launch a TVersion, "The Bob Smith show," Monday, to be seen daily (12:00 noon-12:15 P.M.) across the board. Clark Dennis, the Honeydreamers and the Bobbie Nicholson ork will be featured with Roger Muir, the producer . . . . Singing star of the NBT "Bride & Groom" series, Phil Hanna, has qualified for the Eastern Lawn Tennis Association tournament to be held at Schroon Lake, July 14-17. While playing the lead in the London production of "Brigadoon" in 1950, Phil was runner-up to Jean Borotra in the British tennis championship games.

RCA Dividend On Preferred And Common

A quarterly dividend of 25 cents per share on the common stock of the Radio Corporation of America, payable Aug. 23, to holders of record at the close of business July 16, was announced by David Sarnoff, chairman of the board, following a regular meeting of the board of directors.

At the same meeting, a dividend of 87½ cents per share was declared on the first preferred stock for the period July 1 to Sept. 30, payable Oct. 1, to the holders of record of such stock at the close of business Sept. 13.

'U' Home Office Staff To Plug 'Obsession'

Universal Pictures' Eastern advertising and publicity department executive cabinet and home office advertising, publicity and exploitation staff members will join the company's field exploitation representatives for the first time to launch the Cleveland world premiere and the initial key city openings of "Magnificent Obsession."

"Magnificent Obsession," which stars Jane Wyman, Rock Hudson and Barbara Rush, will have its world premiere at the RKO Palace Theatre in Cleveland on July 15 with openings scheduled for key cities across the country in advance of the August national release of the film.

Charles Simonelli, Eastern advertising and publicity department manager; Phil Gerard, Eastern publicity manager; Jeff Livingston, Eastern advertising manager, and Herman Kass, Eastern exploitation manager, are scheduled to cover these early key city openings.

Finish 'Manhunt' Editing

Final editing and scoring on United Artists' "Operation Manhunt" were completed at the weekend, almost four months to the day the picture went before the cameras. It will be placed into release as soon as prints can be made available.

Filmed entirely on location in Canada, "Operation Manhunt" is based on the life in hiding of former Russian code clerk Igor Gouzenko since he exposed an international Soviet atom espionage ring some nine years ago.

UA to Release 'Sailors'

United Artists has acquired Julian Wintle's production, "You Know What Sailors Are," for release, president Arthur B. Krim announced at the weekend.

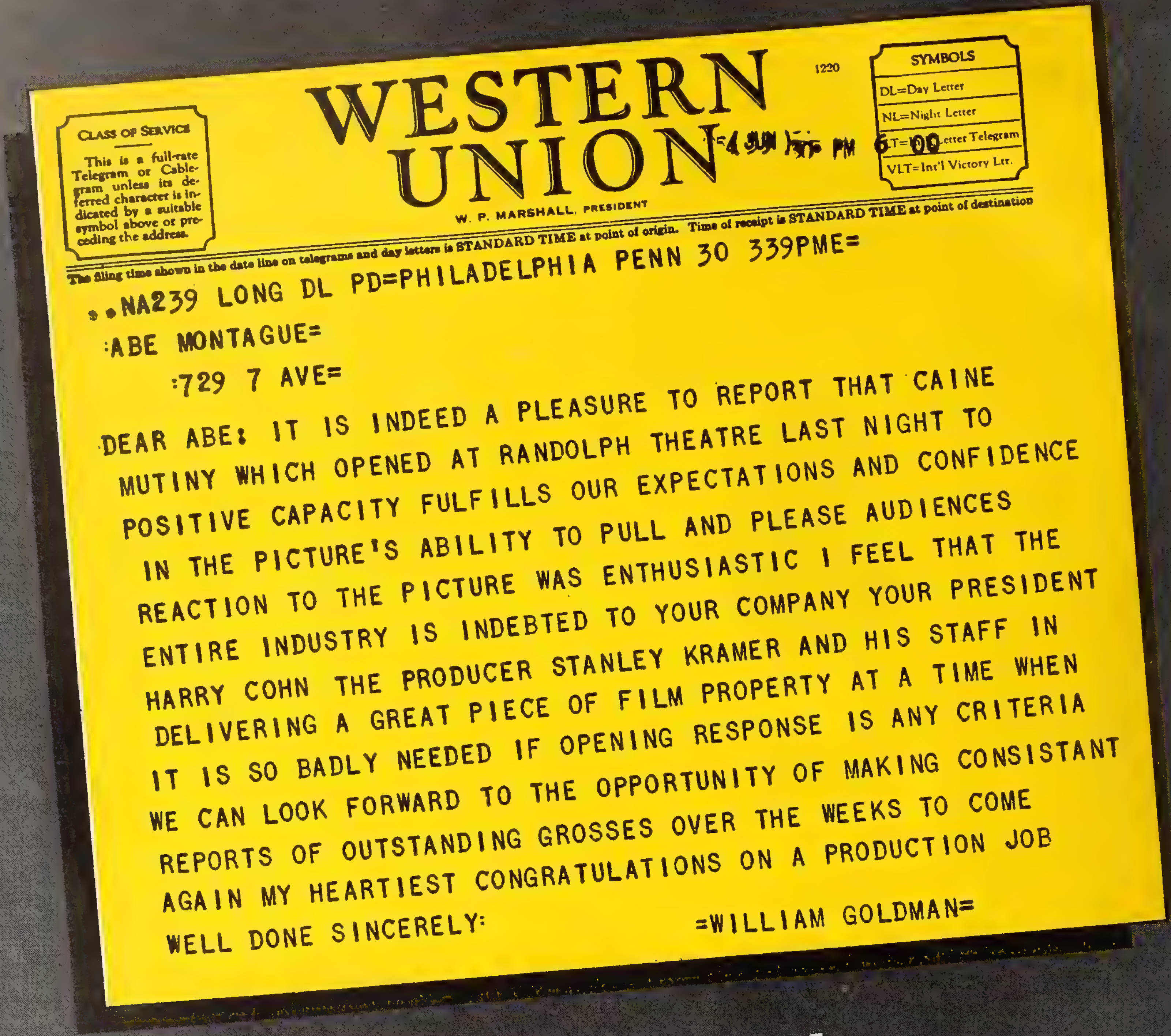
2nd 'Duel' Franchise

The second franchise covering re-release of "Duel in the Sun" has been granted to Joseph E. Levine, Embassy Pictures Corp. of Boston, covering the entire New England territory.

LOOK TO
FILMACK
FOR THE FINEST
ANNOUNCEMENT
TRAILERS
ALWAYS GOOD!
ALWAYS ON TIME!
1327 S. Wabash - Chicago, Ill. 630 Ninth Ave. - New York, N. Y.

Columbia's

THE CAINE MUTINY



CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

W. P. MARSHALL, PRESIDENT

1220

SYMBOLS

DL=Day Letter

NL=Night Letter

LT=[illegible] Letter Telegram

VLT=Int'l Victory Ltr.

54 JUN [illegible] PM 6 00

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

NA239 LONG DL PD=PHILADELPHIA PENN 30 339PME=

:ABE MONTAGUE=

:729 7 AVE=

DEAR ABE: IT IS INDEED A PLEASURE TO REPORT THAT CAINE MUTINY WHICH OPENED AT RANDOLPH THEATRE LAST NIGHT TO POSITIVE CAPACITY FULFILLS OUR EXPECTATIONS AND CONFIDENCE IN THE PICTURE'S ABILITY TO PULL AND PLEASE AUDIENCES REACTION TO THE PICTURE WAS ENTHUSIASTIC I FEEL THAT THE ENTIRE INDUSTRY IS INDEBTED TO YOUR COMPANY YOUR PRESIDENT HARRY COHN THE PRODUCER STANLEY KRAMER AND HIS STAFF IN DELIVERING A GREAT PIECE OF FILM PROPERTY AT A TIME WHEN IT IS SO BADLY NEEDED IF OPENING RESPONSE IS ANY CRITERIA WE CAN LOOK FORWARD TO THE OPPORTUNITY OF MAKING CONSISTANT REPORTS OF OUTSTANDING GROSSES OVER THE WEEKS TO COME AGAIN MY HEARTIEST CONGRATULATIONS ON A PRODUCTION JOB WELL DONE SINCERELY: =WILLIAM GOLDMAN=

P.S.-The first full day at the Randolph, Phila. was the biggest gross in theatre's history-including weekends and holidays!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 76. NO. 4 NEW YORK, U.S.A., WEDNESDAY, JULY 7, 1954 TEN CENTS

Called 'Excellent'

B'way 1st Run Grosses Liven July 4 Weekend

Theatre Box-Office Jingle Due To Bad Weather

New York's first-run grosses hit a lively pace this week, bolstered by the July 4 weekend, with top box-office performances racked up by such attractions as "The Caine Mutiny," "The Student Prince," "The High and the Mighty," "Gone With the Wind," "Demetrius and the Gladiators" and "About Mrs. Leslie."

All of the Broadway showcase houses reported that business "was excellent," many attributing the big grosses to overcast skies and rainy weather here during the three-day weekend.

Russell V. Downing, president and managing director of the Radio City Music Hall, reported that M-G-M's "The Student Prince" grossed $91,000 over the holidays with an estimated

(*Continued on page* 5)

15-Picture Program Being Launched by AA for Rest of '54

HOLLYWOOD, July 6.—Allied Artists this month will launch what is said to be the most important six-month production schedule in its history, with 15 films to go before the cameras during that period, it was announced by Walter Mirisch, executive producer.

Of these, one will be in CinemaScope and three will be filmed in color by Technicolor. Eight of the pictures will roll between now and the end of September.

Also reflecting the stepped-up activity at the studio are one picture, "The Police Story," now before the

(*Continued on page* 5)

Say West Germans Prefer U. S. Films

HOLLYWOOD, July 6.—West Germans regard the American motion picture as "the most welcome film in Germany because of its freedom from all sorts of propaganda," said Erlich Helmensdorfer, editor-in-chief of the Bavarian district office in the Deutsche Presse-Agentur, and Roland

(*Continued on page* 2)

Says Policy Closes Theatres

Rembusch Hits Goldwyn Forecast of Fewer Films

INDIANAPOLIS, July 6.—A sharp exception was registered by Trueman T. Rembusch of Syndicate Theatres, Franklin, Ind., to the prediction by Samuel Goldwyn, as reported by Hollywood columnist Erskine Johnson in his syndicated column of July 1, that another 50 per cent reduction in film production in Hollywood will occur within two years.

"The fact is that right now the motion picture industry is operating on a level of production far below the minimum necessary to maintain a healthy industry," Rembusch said. "A responsible statistician told me that production-distribution with its stupid shortage releasing policies of the last two and a half months destroyed over $60,000,000 of potential revenue to the motion picture industry.

"Theatres are closing right and left because they cannot exist on the meager number of hit pictures thrown off by the 10% hit batting average of the industry. Reduce the number of pictures produced further as Sam Goldwyn wants to do and the batting average will not be changed, only the number of hit pictures available will

(*Continued on page* 4)

First of Series

Drafting of An Arbitration Formula Starts on Friday

The eight-man exhibition-distribution drafting committee, which is to set up rules and regulations for an arbitration system, will meet Friday in a luncheon meeting at the Harvard Club here in the first of a series of highly concentrated meetings, the Motion Picture Association of America reported yesterday.

The "sub-committee" is composed of Al Lichtman, 20th Century-Fox director of distribution; A. W. Schwalberg, president of Paramount Film Distributing Corp.; A. Montague, vice-president and general sales manager of Columbia Pictures; Adolph Schimel, general counsel of Universal Pictures; Herman Levy, general counsel for Theatre Owners of America; Si Fabian, TOA treasurer; Leo Brecher, Metropolitan Motion Picture Theatre Owners Association and Max A. Cohen, Independent Theatre Owners Association. Charles Feldman, general sales manager of Universal, is an alternate member for distribution. There is no alternate member for exhibition.

Disagreements May Develop

While both industry branches appeared to be in accord on the general principles of the proposed arbitration system, which, when formulated and approved by the full exhibition-distribution committee, will also be presented to the Department of Justice for its approval, indications were yesterday that there may be some definite disagreements when the group starts to put the proposals in writing.

Previous to the agreement by both sides in letting a "sub-committee"

(*Continued on page* 2)

Patrons Irked at City Over N.Y.C. 5% Tax

Scattered reports throughout the city indicate some resentment on the part of the theatre-going public to the New York City five per cent amusement tax, which will be a week old tomorrow.

Although most independent exhibitors and circuit officials said it was too soon to evaluate public opinion on the tax, one theatre manager yesterday commented, "The public is resigned to the five per cent tax increase, even though they don't like it."

Patrons of the Randforce circuit, according to Emanuel Frisch, Randforce Amusement Corp., treasurer, late

(*Continued on page* 4)

Johnston to Report Italian Pact Today

WASHINGTON, July 6.—Motion Picture Association president Eric A. Johnston will report to the MPAA board's executive committee in New York tomorrow on the details of the new Italian film agreement.

MPAA officials said Johnston might discuss the terms of the Italian agreement with the press after the executive committee meeting. In Rome,

(*Continued on page* 4)

31 U. S. THEATRES IN TENTATIVE AGREEMENT TO TELECAST OPERA

Tentative agreements have been reached with 31 of some 40-odd theatres throughout the U.S. that have expressed interest in the closed circuit telecast of the Metropolitan Opera's opening night presentation on Nov. 8 through the facilities of Theatre Network Television.

A representative of TNT reported yesterday that the opera's initial fall performance would be available to 97 theatres in the country using permanent and portable equipment.

Among the theatres that have agreed, but not yet contracted, for the program are Stanley Warner, Loew's and several Fabian theatres. TNT, working closely with Metropolitan Opera Guild officials, have approached

(*Continued on page* 5)

Makelim East Today To Talk U.K. Pacts

HOLLYWOOD, July 6.—Producer Hal R. Makelim will leave here by plane for New York tomorrow for conferences with circuit heads on the Makelim plan and to meet William Gell, chairman of the Monarch Film Co., London, who is arriving from England to discuss the obtaining of

(*Continued on page* 4)

Services Today for Canada's Ray Lewis

TORONTO, July 6. — Funeral services will be held here tomorrow at Holy Blossom Temple for Ray Lewis, publisher and editor of the Canadian Moving Picture Digest, who died Monday night.

Mrs. Ray Lewis

Born in Toronto, Mrs. Lewis founded the Digest in 1915.

Educated at Harbord Collegiate, she also attended the Conservatory of Music, the Colleges of Music and Dramatic Art, Toronto, and the School of Languages, London. She built the Pylon

(*Continued on page* 4)

Personal Mention

RICHARD WALSH, president of the IATSE, left here yesterday for Hollywood, where tomorrow he will debate IA administration issues with Roy Brewer, challenger for the I. A. presidency.

•

Loyd Wright, industry attorney and president-elect of the American Bar Association, will sail from New York for Europe with Mrs. Wright today aboard the "Queen Mary."

•

E. K. O'Shea, vice-president of Paramount Film Distributing Corp., was in Buffalo over the weekend from New York.

•

Harold J. Mirisch, vice-president of Allied Artists, has returned to the studio after having been confined to his home with pneumonia.

•

Ben Thau, M-G-M studio executive, returned to New York yesterday from Europe. He will remain here a week before leaving for the Coast.

•

Henry Berman, M-G-M producer, and Mitchell Leisen, director, left here yesterday by B.O.A.C. for London and Paris.

•

Harry Mandel, RKO Theatres national director of advertising-publicity, is in Washington from New York.

•

Barry Jones, British actor, and Noel Angley, writer, arrived here yesterday from London via B.O.A.C. Monarch.

Columbia, Warwick Sued Over Film Title

HOLLYWOOD, July 6.—Carveth Wells, explorer-lecturer, today filed a Federal Court suit against Columbia Pictures Corp. and Warwick Productions for $750,000 direct damages, plus a like amount in exemplary damages, charging the defendents' use of the title "Hell Below Zero" damaged him in that amount. Wells asserts he used the title for a film he made in 1929 while conducting an expedition sent out by the Chicago Geographical Society and released widely thereafter.

Wells also asks a preliminary injunction and an accounting on the Warwick production bearing the same title.

Hunter, Former Para. Camera Head, Dies

HOLLYWOOD, July 6.—C. Roy Hunter, 64, former head of the Paramount camera department, died suddenly last week following a heart attack in Pittsburgh while touring the East.

Hunter was head of the Paramount camera department from 1937 to 1944 when he resigned because of ill health. He entered the motion picture industry in 1916.

Decrease in Univ. Shares Reported

WASHINGTON, July 6.—Universal International in a report to the Securities and Exchange Commission here announced a decrease in the number of securities outstanding, including warrants for the purchase of common stock of the registrant of the $1 par value.

The warrants become exercisable on or before April 1, 1956, at $10 a share.

The number outstanding, as of May 31, and as last previously reported on June 9, amounts to 77,573 warrants, excluding 2,500 warrants held in the treasury, U-I said.

The amount outstanding as of June 30 is 64,658 outstanding, with 8,200 warrants held in the treasury. Warrants for the purchase of 7,215 shares of common stock were exercised during June and a like number of shares of common stock issued for which registrants received on each, $10 per share.

RKO Begins 2-Day Sales Meeting Today

Home office and Eastern sales executives will attend RKO's Eastern-Canadian two-day sales meeting beginning here today at the Hotel Warwick. Charles Boasberg, general sales manager, will preside. J. R. Grainger, president of RKO Radio Pictures, will describe current and future products.

Other home office executives who will attend are Edward L. Walton, executive assistant to the president; Nat Levy, eastern-southern division sales manager; Sidney Kramer, short subjects sales manager; Frank Dervin, assistant to Walton; Harry Gittleson, executive assistant to Boasberg; Frank Mooney, assistant to Levy; Mike Poller, assistant to J. H. MacIntyre, western division sales manager; Milton Platt, assistant to H. H. Greenblatt, central division sales manager, and Leon J. Bamberger, sales promotion manager.

Gabriel Pascal Dies In N.Y. Hospital

Gabriel Pascal, 56, British film director and producer, who became George Bernard Shaw's official cinematic interpreter in 1938, died yesterday at Roosevelt Hospital after a three-week illness.

A native of Arad, Hungary, Pascal was the only man to have persuaded Shaw to permit him to produce his plays on the screen.

His first venture with a Shaw work was "Pygmalion," produced in England in 1938. Other screen versions of Shaw plays by Pascal were "Major Barbara" and "Caesar and Cleopatra."

A requiem Mass will be celebrated in the Paulist Fathers Church for Pascal on Friday. Surviving are the producer's wife, and a brother in Italy.

Mrs. Harry Sherman, 64

HOLLYWOOD, July 6.—Funeral services were held here today for Mrs. Lillian Sherman, 64, who died in her sleep Sunday. She was the widow of the late producer, Harry Sherman.

Clarify Prices At Music Hall

Box-office prices at the Radio City Music Hall were inadvertently reported erroneously in the Motion Picture Daily's story yesterday on the New York City five per cent tax on admissions. Russell V. Downing, president and managing director of the Broadway showcase, said that weekday prices are: from opening to 12 noon, 95 cents; from noon to 6 p.m., $1.20; from 6 p.m. to closing, $1.60. On Saturdays, from opening to 12 noon, $1.05; from noon to 3 p.m., $1.45; from 3 p.m. to closing time, $1.75. On Sunday, from opening to 1 p.m., $1.45; from 1 p.m. to closing, $1.75.

RKO Theatres Stock Day's Most Active

RKO Theatres stock was a top performer on the New York Stock Exchange yesterday with trading in the issue aggregating 65,200 shares. The closing price was 7⅝, a gain for the day of ⅞. The activity gave rise to reports, none confirmed, of dividend action and a possible liquidation of some properties.

RKO Pictures in Demand

RKO Pictures also continued in good demand with a turnover of 15,700 shares for the day, but closing without gain at 6⅞, almost a point more than the company is offering Howard Hughes for his 1,620,000 shares.

National Theatres was another active issue with 30,500 shares traded, and a gain for the day of ⅜. The closing price was 7½.

Maddox, Ohio's 1st Censor Head, Dies

COLUMBUS, O., July 6.—James A. Maddox, 79, pioneer local theatreman and first chairman of the Ohio film censor board, is dead here following a stroke. Maddox was chosen chairman of the Ohio board when the body was organized 40 years ago. A native of Hillsboro, O., Maddox came to Columbus almost half-a-century ago as manager of the Princess Theatre. Later he became manager of the Colonial, leaving that post to join the censor board. While on the board he acquired managership of the Majestic and Southern theatres.

He left the entertainment field in 1922 to become district manager of the Missouri State Life Insurance Co.

Mrs. Mildred Wall, 53

LEWISTON, Ida., July 6. — Mrs. Mildred Wall, 53, Lewiston-Clarkston, pioneer theatre owner, died yesterday of a heart attack at Lewiston Hospital. She and her mother, the late Mary Pulver, operated four theatres in Lewiston and Clarkston. Mrs. Wall was formerly president of Pacific Northwest and Alaska Theatres Association.

Arbitration

(*Continued from page* 1)

draft a set of rules and regulations for arbitration, exhibition and distribution agreed to base the new formula on the 1952 arbitration proposals, covering clearances, runs, conditioning, contract violations, print shortage, competitive bidding and the pre-release of pictures.

The sales managers committee of the MPAA and representatives of TOA, ITOA, MMPTOA and the Southern California Theatre Owners Association entered into the initial meetings on arbitration at the Hotel Astor meetings in May with the understanding that film rentals were not to be included on the agenda. After three days of convening at the Astor, at which Ralph Hetzel, MPAA vice-president, was chairman, the sole agreement which was reached by both sides was in naming the joint drafting committee. Hetzel will conduct the Harvard Club session on Friday.

Germans Prefer

(*Continued from page* 1)

A. Buschmann, editor of the Nurenberger Nackrichten, who were guests of the Association of Motion Picture Producers and Warner Brothers today. The visitors, touring the country, with San Francisco, Denver and Chicago on their itinerary enroute to New York and home, said:

"We West Germans would rather see one American western than 20 Soviet-style propaganda films; we can smell propaganda under the heaviest disguises."

NATKE Head Visits Hollywood in August

LONDON, July 6.—Tom O'Brien, M.P., and general secretary of the National Association of Theatrical and Kine Employees, has sent a cable to Delph Thomas, chairman of the Hollywood A.F.L. Films Council, threatening retaliatory measures if the American unions do not discontinue their campaign to exclude British and other foreign-made product from TV screens.

"If you carry your campaign too far," O'Brien said, "British cinema projectionists may refuse to project American TV and feature films on British screens."

O'Brien intends to visit Hollywood in August and is prepared to meet the Council for frank discussions. In the meantime, he advises Thomas to suspend the campaign and withdraw the threats in the the interests of international amity.

Heavy Film-Star Aid For Patriotic Causes

HOLLYWOOD, July 6.—Hollywood personalities made 1,762 appearances for the Government, Armed Services, hospitals and overseas installations, in the first half 1954, Hollywood Coordinating Committee president George Murphy today reported. More than 290 individual players took part, he said.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Gable! Turner! Mature!

Don't Miss The Great Cast at M-G-M's

"BETRAYED" SHOWS!

For the first time a Hollywood company of top stars went to Holland to film a mighty Color attraction! This pulsating drama combines the exquisite beauty of that country, its richness of tradition, its dykes and storied settings with a powerful story. Gable, as a leader of Intelligence, Turner as the beauty involved in high intrigue, Mature as "The Scarf," a shadowy dare-devil of the resistance movement. See for yourself! Tell your patrons!

TRADE SHOWS JULY 16th (Except St. Louis, July 15, Washington, D. C., July 19, Lafayette, La., July 20)

M-G-M presents
CLARK GABLE · LANA TURNER · VICTOR MATURE
in
"BETRAYED"
Co-Starring
LOUIS CALHERN
Screen Play by RONALD MILLAR and GEORGE FROESCHEL
Photographed in EASTMAN COLOR
Directed by GOTTFRIED REINHARDT

Probe Tax Sources To Replace City's Amusements Levy

With the objective of laying a foundation for an equitable system of city taxes consisting of a few broad-based levies in place of the existing collection of "nuisance" taxes, a study of possible sources of additional city revenue to meet larger budget requirements in 1955-56 will be conducted soon by Dr. Luther H. Gulick, New York city administrator, and his staff.

Gulick and his staff hope to make the results of their study available in time to be of value to Mayor Wagner when he prepares a fiscal program for consideration by the 1955 state legislature.

One of the broad-based taxes to be given consideration by the Gulick group, which may, according to City Hall observers, possibly do away with the current five per cent tax on amusements, will be some form of city income or payroll tax.

Fear Political Embarrassment

It is common knowledge that some top city officials believe that a local income tax would be an equitable method of raising budget funds. But they are convinced that serious political embarrassment would result for those who would sponsor such a tax.

They concede, however, that such a tax would make possible the elimination of such irritating and discriminatory taxes as those on amusements. City officials, while contemplating enactment of the amusement tax, admitted that a payroll tax would yield upwards of $60,000,000 a year, as compared to the $16,700,000 estimate of the current admissions tax.

Makelim East

(*Continued from page* 1)

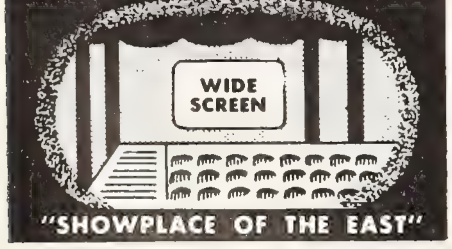
foreign distribution rights to pictures made under the Makelim plan.

Makelim will attend meetings of exhibitors in Charlotte on Monday, in Atlanta Wednesday, and will confer with Allied executives in Washington, before returning to Hollywood.

Two Close for Summer

CLEVELAND, July 6.—Two theatres in this area have closed for the summer, while the operators of a third are opening the house only on weekends. The two suspended theatres are the Kinsman, in Kinsman, and the State, Barnesville. The Falls, in Cuyahoga Falls, is being operated on weekends.

PREVIEW SCREENINGS



"SHOWPLACE OF THE EAST"

- Three Channel interlock projection
- 17½mm & 35mm tape interlock
- 16mm interlock projection

CUTTING & EDITING ROOMS AVAILABLE
MOVIELAB THEATRE SERVICE, INC.
619 W 54th St., N. Y. 19, N. Y. • JUdson 6-0367

Rembusch-Goldwyn

(*Continued from page* 1)

be reduced in number. Further, theatres will close until insufficient theatres or no theafres will remain open to defray production costs. Then where will Sam Goldwyn play his pictures?

"The fewer pictures, fewer-theatres philosophy adopted by many in production is sheer madness and certainly points up a wonderful locale for the newly graduated psychiatrist to set up shop."

Looks for Sanity

Rembusch, former member of the Council of Motion Picture Organizations' governing triumvirate, former president of Allied States and of Allied Theatre Owners of Indiana, concluded:

"At the moment I am in the mood to get a real estate man in and see what type of retail business would be interested in leasing my theatre properties for retail establishments. If I am forced to go this route I know I will deal with sane men who know that reduction of manufacturing units is not the way to achieve success in this country and have the satisfaction of knowing that I am cooperating with Mr. Goldwyn in his fewer pictures, fewer theatres plan. So that in another few years I can sit back and sing "I Wonder What Became of Sammy?"

Patrons Fret

(*Continued from page* 1)

last week indicated a knowledge that admissions increases were due to the tax, and not the fault of theatres.

Most objections were directed toward the city, rather than against the houses, Frisch said. He was referring to comments reported by the circuit's managers before the weekend. Frisch said that it was too early to evaluate the reports, however. He planned a meeting with Randforce circuit managers last night, at which fuller reports were to be discussed.

Some audience comments overhead at Randforce circuit houses late last week, according to Frisch, voiced opinions like, "The city's always looking for new money, why don't they try economy for a change." In most cases, Frisch said, comments expressed antagonism against the city for imposing the tax and not film houses, for the hike in admissions.

Expect Report This Week

Meanwhile, the research staff of the Temporary State Commission on Fiscal Affairs of State Government, requested by Gov. Dewey three weeks ago to study the validity of the levy, indicated a report should be completed this week.

After study of the statistics compiled by the research staff, commission members will file a formal report to the Governor. Gov. Dewey on June 15 asked the commission to determine whether the legislature at its next regularly scheduled session in January, should not be asked to repeal the 1947 "enabling act" which authorizes the city to levy the amsuement tax.

In another phase of the tax picture, Irving Greenfield, assistant to Loew's Theatres general counsel, yesterday said industry legal representatives are still in the midst of their study of the tax's major fraction provision.

Exhibitor counselors intend to prove that the tax is in violation of the state law empowering the city to levy the tax.

Greenfield said that no target date could be set for presenting a motion before the State Supreme Court until "we develop our best case."

Bollengier to Coast

A. E. Bollengier, treasurer of United Artists, left for Hollywood yesterday to be gone three to six months. He will set up a program to coordinate accounting procedures with independent producers whose pictures are distributed by United Artists.

Ray Lewis

(*Continued from page* 1)

Theatre here, acted in Shakespearian plays and lectured extensively throughout the Dominion.

Mrs. Lewis was an importer of foreign language films to Canada, bought the Avenue Theatre, Toronto, and opened the Alliance Film Exchange in 1940. She was a partner affiliate of Famous Players Theatre Corp., B & F Theatre Circuit, a member of the Woman's Music Club of Toronto and the Women's Committee of Toronto Symphony Orchestra.

On 'Pioneers' Board

Mrs. Lewis was also on the board of trustees of Canadian Moving Picture Pioneers and the Independent Benevolent Fund.

Johnston to Report

(*Continued from page* 1)

Johnston had refused to make the terms public, saying he wanted to report to the board first.

Johnston, who returned to this country over the weekend, reported to President Eisenhower at the White House this afternoon the mission he carried out for the President in the Near East. Later, he discussed the situation with State Department officials.

It is reported that the new Italian agreement contains no clause which would require approval of the U. S. government.

Skouras Abroad for C'Scope Showings

LONDON, July 6. — Spyros Skouras and Murray Silverstone are expected here for the London demonstration of "The Advancing Techniques of CinemaScope" at the Carlton, Haymarket, on July 13.

The London demonstration, before exhibitors and newspapermen, will be followed throughout the British Isles and Eire in the following towns: July 16, Essoldo, Newcastle; Deansgate; Manchester. July 20, La Scala, Glasgow; Futurist, Liverpool. July 21, Futurist, Birmingham; Dominion, Leeds. July 23, Park Hall, Cardiff; Hippodrome, Belfast. July 27, Savoy, Dublin.

Meanwhile, 20th-Fox London office is confident that 500 British theatres will have installed CinemaScope by the end of the year.

Statement of Policy On Subsidies Asked Of Dulles by Arnall

The U. S. Department of State has been requested to make a complete investigation of the Motion Picture Export Association's pact with the French government on the grounds that it is in restraint of fair export trade practices of domestic competitors of the MPEA by Ellis Arnall, president of the Society of Independent Motion Picture Producers.

In a letter to Secretary of State John Foster Dulles, Arnall asked that if the Anglo-French film agreement, in which it appears that MPEA has "in truth and in fact made an outright gift, grant and subsidy to the French motion picture industry, found violative of the policy or law, it should be abrogated and set aside."

See Export Trade Hurt

Arnall said that such a grant restrains the export trade of MPEA domestic competitors in doing business in France. It also enables the French motion picture industry to obtain funds from MPEA for use in an unrestricted fashion for the production, exploitation, advertisement or even the exhibition of French pictures in the U. S. as well as other countries in competition with American producers, the former Georgia governor stated.

The effect of the so-called agreement, Arnall advised Dulles, amounts to a purchase of certain economic privileges from the French government by the MPEA. "These privileges are denied to American competitors of MPEA who may desire to do business in France," he said.

Since MPEA president Eric Johnston is consummating trade agreements containing subsidy commitments with foreign governments concerning motion pictures, it is vital, Arnall said, to SIMPP that "we know whether such agreements have the approbation and approval of the Department of State and whether they are in line with the general economic and foreign policies of the government."

Decries 'Subsidy' Theory

Arnall said that "we strongly feel that if the theory of subsidy payments spreads, as it inevitably will if approved by the State Department, American nationals doing motion picture business in foreign countries will be restricted and restrained, and will be required to pay a price for permission to engage in foreign trade and commerce."

The letter to the head of the Department of State was termed by Gov. Arnall as a formal request for a statement of policy as to its approval or disapproval of the trade practices employed by the MPEA in the so-called French agreement.

'Living' Bows Today

Paramount's "Living It Up" will open at the Criterion Theatre here today.

ONLY A LITTLE MORE
GO FIRST CLASS
Live in
Sunset Strip Beverly Hills
Areas
ED FOWLER CO. REALTOR
8373 Sunset Blvd. - Hollywood 46, Calif.
HOllywood 2-7236

National Pre-Selling

U-I's "The Black Shield of Falworth" will be advertised in full pages in color in "Life," "Look," "Seventeen" and the fan magazines.

•

In the July issue of "Woman's Home Companion," the pictures reviewed and recommended by Phil Hartung are: "About Mrs. Leslie," "The High and the Mighty," "Her Twelve Men" and "The Student Prince."

•

"Life" reports in the current issue that "'Mr. Hulot's Holiday' is the year's funniest film and a modern masterpiece of slapstick. A throwback to the days of Keaton and the Keystone shorts when a comedian made you laugh by what he did and not what he said."

•

"American Weekly" gave a substantial plug to "Apache" and "Vera Cruz" in Sunday's issue. Liza Wilson, the Hollywood editor, wrote an interesting profile of Burt Lancaster, the star and co-producer of these films. Photos were used of Burt when he was an acrobat in vaudeville. Burt remembers when "he worked one week and laid off five."

•

"Look's" current issue has two striking full page ads: "Knock on Wood" in full color and "The Caine Mutiny" in two colors.

Also in the issue are photographs taken on the production sets of M-G-M films now in production: "The Glass Slipper," "The Last Time I Saw Paris," "Deep In My Heart," "Athena," "Jupiter's Darling" and "Green Fire."

•

"Parent's Magazine" has selected 20th Century-Fox's "The Royal Tour of Queen Elizabeth" for its Family Medal Award. Phil Willcox of "Parent's" made the medal presentation here to Charles Einfeld, vice-president of 20th Century-Fox.

•

Arthur Davis' release, "Carol Cherie," receives considerable help from an amusing five-page story in the July issue of "Esquire" on the career of Martine Carol, the French picture's star.

•

The picture companies made good use of "Seventeen's" theatre issue (July) by inserting four full page ads. The pictures advertised in the issue are: "Knock on Wood," "Magnificent Obsession," "The Caine Mutiny" and "Gone With the Wind."

•

Peggy Bell, beauty editor of "McCall's, reports in the July issue that Hollywood stars have discovered the natural look. The trend is to let stars look like the girl who lives next door.

To prove her point, she used photos of Audrey Hepburn in "Sabrina," Grace Kelly in "Rear Window," Debbie Reynolds in "Susan Slept Here," Donna Reed in "The Last Time I Saw Paris" and Maggie McNamara in "Three Coins in the Fountain."

•

Florence Somers, film editor of "Redbook," has selected and reviewed "The Student Prince," "Three Coins in the Fountain" and "Apache' for the July issue.

WALTER HAAS

Review

"King Richard and The Crusaders"

(Warner Brothers) *Hollywood, July 6*

(CinemaScope)

REX HARRISON, George Sanders, Virginia Mayo, Laurence Harvey, Robert Douglas Paula Raymond, Michael Pate and literally hundreds—maybe thousands—of other players take an audience quickly back to the year 1192 and into the very heart of the Third Crusade in this wide-sweeping production of Sir Walter Scott's "The Talisman" in CinemaScope and WarnerColor. The picture is no more than seconds old when the screen swarms with fighting men in pell-mell combat, and that's just a short sample of the action that's to come, frequently and on an ascending scale, throughout the next 113 minutes. It's a very big picture, a very fast and often fascinating picture, and it's got one of the most exciting final sequences (two men in a death grapple on the slanted edge of a half-lifted drawbridge athwart a castle moat) ever contrived. It ought to do very well at the box office nearly everywhere.

The production is by Henry Blanke, to whom the handling of big properties and important projects is standard procedure, and the direction is by David Butler, one of the action-est directors, over the years. Both the production and the direction are aimed at the mass of theatregoers, rather than at the literary or scholastic groups who might be interested in the Scott story from the artistic or educational points of view primarily, and the aim is good. The vicissitudes of Richard the Lionhearted, whose royal allies are deadlier in their intent toward him than his Saracen enemy, are many and varied and cut always to the pattern of adventure on the grand scale.

Sanders' portrayal of Richard is in the properly pompous manner. Harrison's enactment of the Sultan Saladin is graceful, sure and completely competent. Miss Mayo is, of course, a delight to the eye and so is Miss Raymond, as the monarch's niece and wife, respectively.

The script, written in the broad, loose manner by John Twist, has as its central incident the attempted assassination of Richard by minions of Sir Giles Amaury, an aspirant for the king's leadership, and the efforts of Sir Kenneth (played by Laurence Harvey with considerable authority) to discover the identity of the would-be killer. From this incident stems literally dozens of others, reaching in many directions and involving large numbers of people, all interesting, independently and collectively.

Running time, 113 minutes. General audience classification. For release Aug. 7.

WILLIAM R. WEAVER

Opera

(*Continued from page 1*)

those circuits and independent theatre owners in cities where the Guild maintains charity groups. Within the next few weeks, as the Opera Guild continues to schedule cross-country charity tie-ins, TNT is expected to expand its closed circuit theatre TV distribution of the performance.

The 1954 telecast of the opera is expected to reflect the technical advances over the past three years by TNT. Special emphasis has been placed by TNT on perfecting the visual clarity and lighting of large-screen reproduction of such a complicated show.

Unions Cooperating

Officers of both the Metropolitan Opera and TNT stated that this plan had been made possible through the cooperation of the national and local unions involved in the telecast, including particularly the American Federation of Musicians, James C. Petrillo, president; International Alliance of Theatrical Stage Employees, Richard Walsh, president; and the American Guild of Musical Artists, John Brownlee, president.

Among the theatres which will carry the Metropolitan Opera opening night are the Paramount—Denver; Loew's Capitol—Washington, D.C.; Loew's State—St. Louis; and the Stanley theatres in Philadelphia and Pittsburgh. Included among the benefit organizations which will sponsor the event, in cooperation with the Metropolitan Opera Guild, at the above-mentioned theatres, are the Philadelphia Inquirer Charities, which have taken the Stanley Warner theatres in Philadelphia, Chester and Camden; the National Opera Guild—Washington; the Denver Symphony and Denver Symphony Guild; the St. Louis Grand Opera Guild, and the burgh Opera, Inc., assisted by the Pittsburgh Opera, Inc.

AA Program

(*Continued from page 1*)

camera with Hayes Goetz producing and Joe Newman directing, two films in the dubbing rooms and three being edited, Mirisch pointed out.

Scheduled to roll in July are "The Annapolis Story," which he personally will produce, to be filmed in Technicolor and to start on July 1; "Ketchikan," to be produced by Lindsley Parsons with John H. Burrows as associate producer, July 17; "Bowery to Bagdad," to be produced by Ben Schwalb and directed by Edward Bernds, July 7, and "Target Earth," to be produced by Herman Cohen, July 14.

'Black Prince' in England

To be filmed in England, "The Black Prince," a CinemaScope production to be jointly made by Allied Artists and 20th Century-Fox, will roll on Aug. 2 with Henry Levin directing; and also to go before the cameras next month will be the Technicolor production of "Wichita." Mirisch personally will hold production reins on these films.

In September, "Legionnaire," in Technicolor, will go before the cameras with Richard Heermance producing, and during the same month producer Vincent M. Fennelly will launch filming of John Brown's "Raiders."

Other films to be made this year, Mirisch said, include "Gun Point," which Fennelly will produce; "Dreamland," to be made by Scott R. Dunlap; "Singapore East," to be produced by William F. Broidy, and "Hold Back the Night."

In the dubbing rooms now are "Jungle Gents," produced by Schwalb, and "Killer Leopard," produced by Ford Beebe. Being edited are Walter Wanger's "Hajji Baba," "The Police Story" and William E. Selwyn's production of "The Bob Mathias Story."

Grosses

(*Continued from page 1*)

weekly total of $163,000 now expected.

Columbia's "The Caine Mutiny" is expected to gross a high $115,000 in its second week at the Capitol Theatre as the film pulled in a strong $93,000 during the first five days. The reissue "Gone With the Wind" at the Loew's State earned $33,000 over the weekend and is expected to add $50,000 to the theatre's coffers on Thursday.

Warners' "The High and the Mighty" did an excellent $33,000 over the weekend with an estimated weekly gross of $62,000 expected.

"Demetrius and the Gladiators," a 20th Century-Fox production at the Roxy Theatre, grossed a fair $39,500 over the four-day holiday, Friday, Saturday, Sunday and Monday, with an estimated weekly gross of $50,000 in view. Paramount's "About Mrs. Leslie" at the Astor Theatre did a "healthy" week-end business and will gross about $27,500 by the end of its second week at the theatre.

'Indiscretion' Strong

Republic's "Johnny Guitar" is reported to have pulled $6,200 at the Mayfair Theatre with an $11,500 week expected. "Indiscretion of an American Wife" grossed $11,000 during the weekend and a second week high of $18,000 is expected. The United Artists release, "The Long Wait," currently at the Criterion, reported a four-day weekend gross of $16,100 with a weekly total estimated at $26,500. "Hell Raiders of the Deep" at the Globe Theatre pulled $6,200 over the weekend with a weekly gross of $11,500 expected.

Cleveland Circuit Leases W.B. House

CLEVELAND, July 6.—The 1,900-seat Variety Theatre has been leased to the Community Circuit Theatres, headed by Henry Greenberger and Max Lefkowich, who took over the lease from Edward and William Wargo, who recently purchased the property from Warner Brothers, operators of the house for the past 26 years. Sheldon Silverman will be manager. Extensive remodeling and decorating are planned.

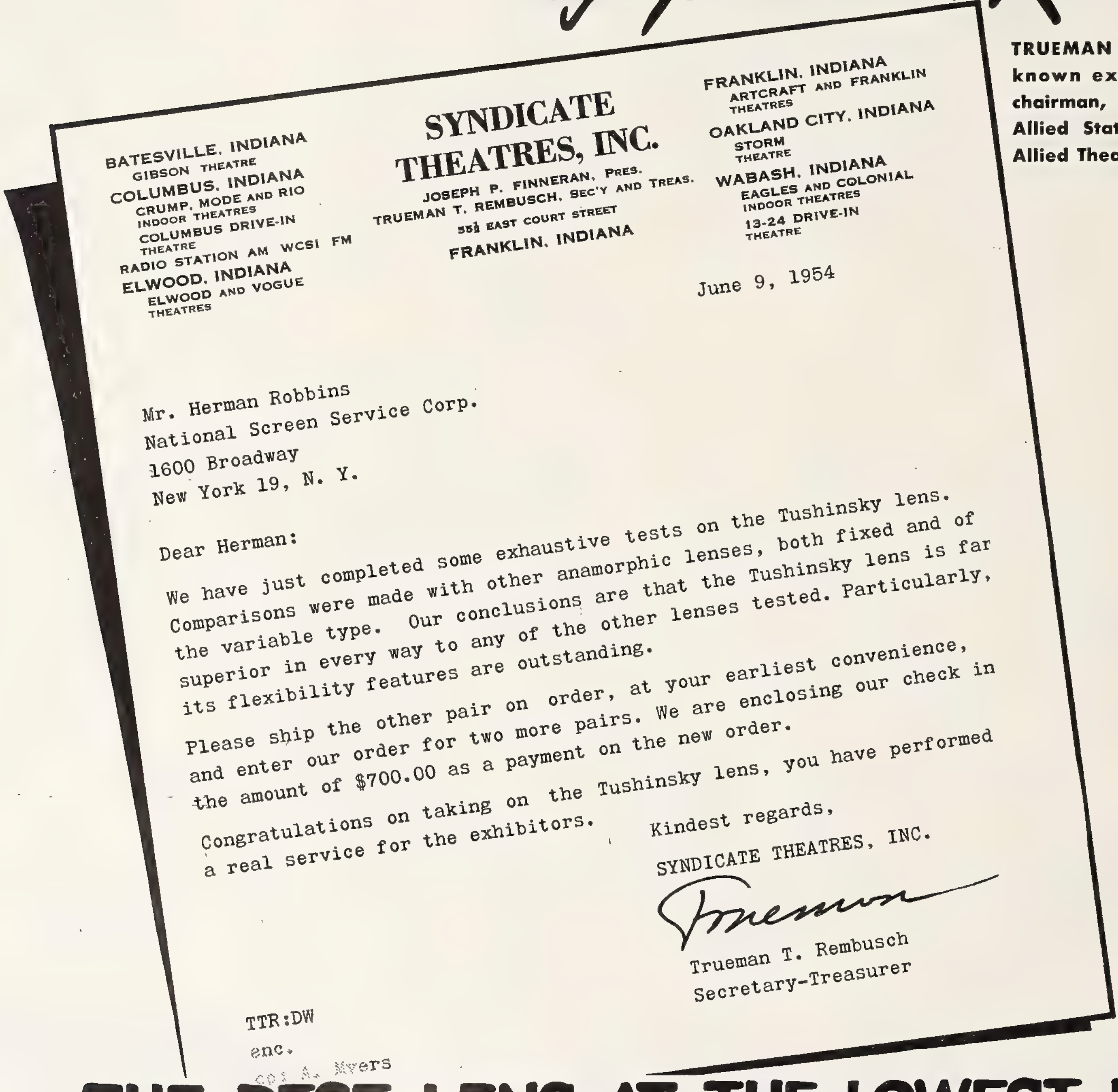
FLY B·O·A·C
The Monarch
ARISTOCRAT OF THE AIR
Direct
New York • London
BRITISH OVERSEAS
AIRWAYS CORPORATION
Reservations through your travel agent
or call B.O.A.C. at 342 Madison Ave.,
New York 17, N. Y., tel. MU 7-8900

Tushinsky Bros.' Variable Anamorphic SUPERSCOPE* Lens!

"is far superior"

says Trueman Rembusch

TRUEMAN T. REMBUSCH, nationally-known exhibitor leader, former co-chairman, COMPO; former president; Allied States Assn.; former president, Allied Theatre Owners of Indiana.



BATESVILLE, INDIANA
GIBSON THEATRE
COLUMBUS, INDIANA
CRUMP, MODE AND RIO
INDOOR THEATRES
COLUMBUS DRIVE-IN
THEATRE
RADIO STATION AM WCSI FM
ELWOOD, INDIANA
ELWOOD AND VOGUE
THEATRES

SYNDICATE
THEATRES, INC.
JOSEPH P. FINNERAN, PRES.
TRUEMAN T. REMBUSCH, SEC'Y AND TREAS.
55½ EAST COURT STREET
FRANKLIN, INDIANA

FRANKLIN, INDIANA
ARTCRAFT AND FRANKLIN
THEATRES
OAKLAND CITY, INDIANA
STORM
THEATRE
WABASH, INDIANA
EAGLES AND COLONIAL
INDOOR THEATRES
13-24 DRIVE-IN
THEATRE

June 9, 1954

Mr. Herman Robbins
National Screen Service Corp.
1600 Broadway
New York 19, N. Y.

Dear Herman:

We have just completed some exhaustive tests on the Tushinsky lens. Comparisons were made with other anamorphic lenses, both fixed and of the variable type. Our conclusions are that the Tushinsky lens is far superior in every way to any of the other lenses tested. Particularly, its flexibility features are outstanding.

Please ship the other pair on order, at your earliest convenience, and enter our order for two more pairs. We are enclosing our check in the amount of $700.00 as a payment on the new order.

Congratulations on taking on the Tushinsky lens, you have performed a real service for the exhibitors.

Kindest regards,

SYNDICATE THEATRES, INC.

Trueman

Trueman T. Rembusch
Secretary-Treasurer

TTR:DW
enc.
cc: A. Myers

THE BEST LENS AT THE LOWEST PRICE!

ONLY $700 PER PAIR

available from

NATIONAL SCREEN SERVICE
At Your Local Exchange

*Trade Mark Reg. and Patents Pending

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 76. NO. 5 NEW YORK, U.S.A., THURSDAY, JULY 8, 1954 TEN CENTS

N. J. ALLIED MAY SEEK RENTALS RELIEF IN LEGISLATIVE MOVE

Drastic action in the form of seeking legislative relief from alleged "exorbitant" film rentals may stem from a special membership meeting of Allied Theatre Owners of New Jersey next Tuesday at the Allied unit's New York headquarters.

Recommendations on ways and means of meeting the situation are expected to be made and they, in turn, will be submitted to the national Allied board which is slated to convene in White Sulphur Springs, W. Va., in late August. In the past, Allied's national directors have by-passed summer sessions but, because of conditions described as "perilous," the board will hold the August parleys.

Pathe Laboratories Files $400,000 Suit Against Technicolor

Charging improper use of the trademark, "Technicolor," and attempt to create a monopoly in the motion picture film processing business, Pathe Laboratories, Inc., yesterday, filed a $400,000 damage suit in United States District Court here against Technicolor Motion Picture Corp., Technicolor, Inc., and DeLuxe Laboratories, Inc.

The suit is based on what Pathe charges are violations of the Lanham Act, which regulates use of trademarks, and the Sherman Anti-Trust

(*Continued on page* 3)

Technicolor Answers Pathe's Complaints

In commenting on a suit filed here yesterday by Pathe Laboratories Inc., against Technicolor Motion Picture Corp., and a previous complaint filed by Pathe with the Federal Trade Commission, Dr. Herbert T. Kalmus, president and general manager of Technicolor yesterday said that:

"Pathe Laboratories recently issued

(*Continued on page* 3)

MPEA May Extend Offices Abroad

Eric Johnston, president of the Motion Picture Export Association, revealed here yesterday that "a good portion" of the MPEA's budget is allocated for the operation of overseas offices.

Although he did not disclose the amount of money spent on foreign operation and expenses incurred through communications and travel, Johnston said that the MPEA is "considering opening offices in other areas throughout the world."

Would Up Maximum Fine in Trust Cases

WASHINGTON, July 7.—A one-man Senate Judiciary Subcommittee today reported favorably to the full committee a bill to boost the maximum fine for violating the anti-trust laws from $5,000 to $50,000.

The subcommittee consisted of Sen. Langer (R., N. D.), chairman of the full judiciary committee. The bill,

(*Continued on page* 3)

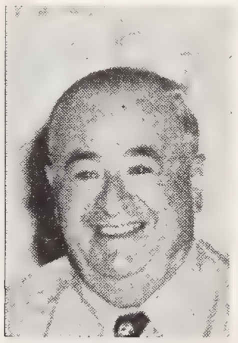
Foreign Remittances Seen Even with 1953

U. S. distributors foreign remittances, including those from Canada which some companies consider as part of the domestic market, this year will "be about the same" as the approximate $210,000,000 which American companies remitted here in 1953, Eric

(*Continued on page* 3)

RKO Radio Sets Schedule On 12 Through Next March

RKO Radio will release 12 all-color productions from July 24 through March, 1955, J. R. Grainger, president of RKO Radio Pictures, announced here yesterday at the initial session of the company's Eastern-Canadian sales meeting at the Hotel Warwick. Charles Boasberg, RKO general sales manager, is presiding over the two-day sales conference.


J. R. Grainger

Grainger told the sales group that the RKO product for the next nine months was, in his opinion, "the strongest array of salable product RKO has ever of-

(*Continued on page* 3)

Shavelson-Rose Sign With Para. and Hope

HOLLYWOOD, July 7.—Melville Shavelson and Jack Rose, co-workers on many major film productions, have filed incorporation papers for Scribe Productions, their own company, and have made a partnership deal with Paramount and Bob Hope Enterprises for "Eddie Foy and the Seven Little Foys," which Rose and Shavelson co-scripted and which the former will produce, with the latter directing.

Jules Goldstone and George Rosenberg are associated in Scribe Productions.

No Subsidy Payments

224 Films, $4,200,000 in Remittances in Italian Pact

By LESTER DINOFF

The new two-year film agreement between American distributors and the Italian government allows the release of 224 films per year in Italy by the U. S. companies and the remittance of $4,200,000 annually, Eric Johnston, president of the Motion Picture Export Association, disclosed yesterday in a trade press conference here.

The MPEA-ANICA pact which begins Aug. 31, Johnston said, allows eight major companies 189 permits yearly with United Artists permitted 20 and Allied Artists, 15. "The U. S. distributors will have a guaranteed remittance of $3,000,000, a dubbing loan of $950,000 and about $250,000 will be remitted as five per cent of the blocked balance at the year's end," he said.

"The American distributor will be allowed to remit their earnings in dollars," Johnston stated.

Recently returned from a mission to the Near East for the U. S. State Department, the MPEA president revealed that the new two-year pact eliminates all subsidy payments to the Italians and that there wasn't any increase in the dubbing tax which is levied on U. S. product. "The agreement is approximately the same as the previous one," he said. Funds granted

(*Continued on page* 2)

Todd-AO, Also 'Scope Filming Of 'Oklahoma'

"Oklahoma" will be filmed both with Todd-AO and CinemaScope cameras, it was disclosed yesterday by Michael Todd, in behalf of the Magna Theatre Corp. The decision was made, said Todd, because the bankers, Rodgers and Hammerstein, and other Magna interests, "considering the 11-million-dollar investment involved in developing and launching the Todd-AO process with the production of 'Oklahoma,' are apprehensive that unsettled conditions in Europe, where the Todd-AO equipment is being manufactured might possibly interrupt the flow of Todd-AO projectors and print-down machinery to the world market."

Todd, who at first resisted the idea

(*Continued on page* 3)

Breen's Retirement Indefinite: Johnston

Joseph I. Breen, head of the Production Code Administration of the Motion Picture Association of America, was highly praised and complimented for doing a "magnificent job" yesterday by MPAA president Eric Johnston at a trade press conference.

Johnston, when questioned on rumors concerning the possible retiring

(*Continued on page* 3)

UA Tie With MPAA May Be Renewed

United Artists may rejoin the Motion Picture Association and the Motion Picture Export Association, Eric Johnston, president of MPA and MPEA, revealed here yesterday.

Johnston said that UA's reinstatement was "under discussion." In the meantime, UA continues to take part in all MPA matters and meetings. The company withdrew from the association several years ago.

Personal Mention

JOSEPH R. VOGEL, vice-president of Loew's, Inc., will leave New York by plane today for France, and will join Mrs. Vogel in Paris for a European vacation.

•

Herc McIntyre, South Pacific supervisor for Universal International, and William Hislop, U-I manager for New Zealand, have left New York to return to their respective territories.

•

Edith Hershkovitz, M-G-M booker in Pittsburgh, who was married there last week to Martin Gerson, is honeymooning in New York.

•

Frederica "Freddie" Eidelsberg, of the New York COMPO office, has left here for a vacation in Canada.

•

Eugene Picker, in charge of operations for Loew's Theatres, has returned to New York from California.

•

William Zimmerman, film attorney, has left here by plane for London and the Continent.

•

John Ireland sailed from here Tuesday on the "Queen Mary" for London.

•

Jonie Taps, Columbia Pictures producer and music executive, is in New York from the Coast.

•

Joop Geesink, Amsterdam producer, has arrived in New York from Holland.

•

Ella Raines, president of Cornwall Productions, will leave here today for Baltimore and Washington.

'Caine,' 'Eternity' Grosses Near-Equal

Columbia's "Caine Mutiny" appears to be running neck-and-neck with its "From Here to Eternity" and in some situations, passing it gross-wise, the company has reported.

At the State-Lake in Chicago, "Caine" pulled $73,000 in its first five days. "Eternity," in its first seven days at the Oriental, which has 500 more seats, grossed $83,000. In its first six days at the Randolph in Philadelphia, the picture garnered $66,000 against $63,000 for "Eternity" at the Stanley in seven days, the latter having 550 more seats than the Randolph, Columbia reported.

New records were reported set at the St. Francis, San Francisco, and the Astor, Boston. The picture drew $93,000 at the Capitol here in the first five days of its second week. "Caine" is said to be out-grossing "Eternity" in Detroit and Portland, Ore.

Mrs. Olshan, 57

MILWAUKEE, July 7.—Mrs. Cele Olshan, 57, wife of Harry Olshan, branch manager here for Columbia Pictures, passed away at Columbia hospital after an illness of several months.

Federal Suit Against Cinecolor Dismissed

HOLLYWOOD, July 7.—The Federal Court here dismissed by stipulation the treble damage suit by the Government against Cinecolor Corp., filed April 15, 1953, and seeking $39,121 on the ground the company had exceeded the Office of Price Stabilization ceiling in charging for certain processing and services.

Dismissal followed acceptance of a compromise offer by the defendant, who did not admit liability or willful violation.

Says SIMPP Aware Of French Pact Talks

The U. S. Department of State and the Society of Independent Motion Picture Producers were kept fully informed of all negotiations between the Motion Picture Export Association and the French government for the two-year film agreement which was signed recently, Eric Johnston, president, of MPEA, stated yesterday.

Preferring not to elaborate on SIMPP president Gov. Ellis Arnall's letter to Secretary of State John Foster Dulles, Johnston said that "both SIMPP and the State Department were aware of the progress in the French pact agreement. Under the agreement, a special number of permits have been reserved for MPEA non-members."

Arnall, in releasing the contents of his letter to Secretary of State Dulles, asked that a complete investigation of the pact be made on the grounds that it is in restraint of fair export trade practices of domestic competitors of the MPEA.

WASHINGTON, July 7. — Motion Picture representatives in the State Department here, questioned regarding the letter written by Ellis Arnall to Secretary of State John Foster Dulles regarding the film agreement with France, stated that, to their knowledge, the communication had not yet been received.

'Golden Mistress' Acquired by UA

"The Golden Mistress," filmed in color by Technicolor on location in Haiti and elsewhere in the Caribbean, has been acquired for release by United Artists, president Arthur B. Krim announced. John Agar stars in "The Golden Mistress," which introduces Rosemarie Bowe.

Richard Kay and Harry Rybnick produced the film with Sam X. Abarbanel as executive producer. Joel Judge directed from a screenplay he co-authored with Lew Hewitt based on Hewitt's original story.

'Richard' Opens Tonight

HOLLYWOOD, July 7. — "King Richard and the Crusaders," Warner Brothers CinemaScope production with color in WarnerColor, will have an invitational world premiere here tomorrow night at the Egyptian Theatre. Radio, newsreel and newspaper coverage will be accorded the opening.

Operational Changes In Evergreen Circuit

PORTLAND, Ore., July 7.—The recent retirement of Frank Newman, Sr., as head of Evergreen Theatres and the transfer of his 20 per cent stock to National Theatres, has resulted in several changes in the circuit.

New general manager William H. Thedford yesterday announced that the Portland booking office will be shifted to the main Evergreen office in Seattle, where Fran X. Christie, head film buyer for the circuit, will handle bookings for all Evergreen houses.

The Portland district office under Russell Brown, will be continued, according to Thedford. The new Fox Theatre, slated to open in the near future, will be added to the other Evergreen theatres in Vancouver and two houses in Eugene, Ore., Thedford said.

Another change occured when Louis S. Metzelar, Portland booker since 1944, resigned. Thedford has been in charge of Evergreen district offices in both Portland and Seattle since 1947.

Prior to his retirement, Newman presented his colleague and well-known theatre manager, Harold Murphy, manager of the Egyptian in Seattle, with a retirement check as he reached his 65th and retirement year.

B & H Extends Pact With Rank Concern

LONDON, July 7. — J. Arthur Rank's British Optical & Precision Engineers has announced a further extension of a long-term license agreement under which the Rank Organization will continue to manufacture Bell & Howell Company film equipment in England for sale in sterling area countries.

The first agreement between the two companies was signed in 1946. Since then British Acoustic Films have manufactured Bell & Howell 35mm studio equipment and amateur motion picture cameras and projectors under the trade name of "G.B.-Bell & Howell."

Arrangements have also been completed for a long term extension of an existing agreement for the distribution by Bell & Howell Company of high precision Taylor, Taylor and Hobson lenses in the U. S. A. and other countries.

To Bar Press When Walsh, Brewer Meet

HOLLYWOOD, July 7.—The dinner meeting of the IATSE delegates tomorrow night at the Hollywood Athletic Club, when incumbent president Richard Walsh and candidate Roy M. Brewer are expected to debate contested issues in the election campaign, will be closed to press, Pat Offer, secretary of the committee for Brewer, today disclosed. Offer said Walsh's communication accepting the invitation to the dinner was conditioned on the meeting being limited exclusively to qualified delegates, and that this assurance was given.

Walsh could not be reached today for comment.

'French Line' Still 'Under Adjudication'

The matter of RKO Pictures' "French Line" violation of the Production Code and the $25,000 fine levied against the company by the Motion Picture Association of America, is "still under adjudication," Eric Johnston, MPAA president, said here yesterday.

Italian Pact

(*Continued from page* 1)

to the Italian industry can't be used for promoting Italian releases in the U. S., he said.

Questioned on the Italian Film Export certificates which are still outstanding, Johnston said that "IFE has never entered an expenditures accounting of the funds which were given them for the promotion and distribution of Italian films in the U. S. We have asked for an accounting but have never received it. MPEA has only received a $150,000 settlement for the 'B' bonds. The 'A' certificates are still outstanding."

Commenting on the two-year Anglo-French pact which allows U. S. distributors 109 permits annually, Johnston said that under the agreement "I do not consider any payments made as a subsidy. We have made a settlement of all outstanding disputes. Of the reserve fund, we have turned over to the French government $320,000. American companies will remit here about $2,400,000 yearly. Dollars will not be used for the distribution of French films in America.

Being Sent to Washington

The industry and the State Department knew of our negotiations and agreement with the French government, Johnston said. The documents are in the process of being forwarded to Washington now, he said.

With the conclusion of agreements with France and Italy, the MPEA still has to negotiate pacts with England and with Germany. Johnston said that the British pact expires Aug. 31 and the German expiration date is Sept. 30. A British delegation is expected to negotiate the new pact on Sept. 22 in Washington.

Technicolor Dividends

A dividend of 25 cents a share on the new $1 par common stock of Technicolor, Inc., and 50 cents a share on the old no-par common stock not exchanged was declared yesterday by the company board of directors. The dividends are payable Aug. 2 to holders of record at the close of business on July 16.

LOOK TO FILMACK FOR THE FINEST ANNOUNCEMENT TRAILERS
ALWAYS GOOD! ALWAYS ON TIME!
1327 S. Wabash - Chicago, Ill. 630 Ninth Ave. - New York, N. Y.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

RKO Schedules Twelve, All in Color

(*Continued from page* 1)

fered to the exhibitor and the public."

"These 12 films represent the kind of entertainment we know the public wants," Grainger said. "Each film is in color, many utilize the various wide-screen techniques and each film has top star and story material."

Grainger disclosed that negotiations by RKO are currently under way for certain additional top-level films to be released during this period.

Leaves Today for Coast

Grainger will leave Thursday for Hollywood for conferences at the studio with Hughes and C. J. Tevlin, vice president in charge of studio operations. He will go to San Francisco for the fourth and final RKO sales meeting, set for the St. Francis Hotel July 12-13, and will return to the studio following the San Francisco meeting. Schedule of RKO product, with release dates is as follows:

"Susan Slept Here," to be world premiered in San Francisco on July 14, and scheduled for national release on July 24. The film co-stars Dick Powell and Debbie Reynolds and was produced by Harriet Parsons in Technicolor; "Passion," Aug. 22, co-stars Cornel Wilde and Yvonne de Carlo, in Technicolor; "This Is My Love," Sept. 18, starring Linda Darnell, Rick Jason, Dan Duryea and Faith Domergue, Pathe Color; "Africa Adventure," Oct. 9, Robert C. Ruark's filmed-in-Africa story of his safari, in color; "The Americano," Oct. 23, starring Glenn Ford, Ursula Thiess, Cesar Romero and Frank Lovejoy, in Technicolor; "Jet Pilot," Nov. 13, Howard Hughes' aviation production, starring John Wayne, in Technicolor; "Son of Sinbad," Nov. 27, starring Dale Robertson, Sally Forrest, Lili St. Cyr and Vincent Price, in Technicolor; "Cattle Queen of Montana," Dec. 11, co-starring Barbara Stanwyck and Ronald Reagan, in Technicolor.

"The Big Rainbow," Dec. 25, starring Jane Russell with Gilbert Roland, Richard Egan and Lori Nelson, in Technicolor; "The Conqueror," mid-January, 1955, starring John Wayne, Susan Hayward and Pedro Armendariz, in CinemaScope, Technicolor; "The Girl Rush," mid-February, starring Rosalind Russell in Technicolor, and "The Sea Is a Woman," mid-March, with an all-star cast in Technicolor.

"Son of Sinbad," listed among the above releases, is reported as still lacking the Production Code Seal. Moves to obtain such seal are said not to have been consummated as yet.

Todd-'Scope

(*Continued from page* 1)

of simultaneous filming in both Todd-AO and CinemaScope, yesterday said that he now welcomes the use of CinemaScope for reasons of comparison, whether or not the need for using the CinemaScope print ever arises. This reasoning is in line with Todd's previous procedure in shooting test scenes in Todd-AO similar to those he has already shot for Cinerama, which were shown for comparative purposes at the recent unveiling of Todd-AO in Hollywood.

Second Production Planned

Todd also stated that it is planned that the second production to be made in Todd-AO will be independently produced under the auspices of his new firm, the Michael Todd Co., Inc., an organization that has been set up to make 10 pictures in five years.

Todd left yesterday for Europe to purchase a property for the launching of his program. These pictures, he said, will be made in the Todd-AO process only. Dr. Brian O'Brian, who developed the Todd-AO process, has perfected a print-down system that will take the large 65mm Todd-AO master prints and reduce them for any of the existing screens.

Remittances

(*Continued from page* 1)

Johnston, president of the Motion Picture Export Association, stated yesterday.

The MPEA president said that Canada, in his opinion, was a sovereign state and considered part of the foreign market despite the fact that American distributors include Canadian earnings in domestic figures.

"The net remittances in dollars by U. S. companies last year were about $160-170 million," Johnston said.

Pathe-Technicolor Suit

(*Continued from page* 1)

Act. Pathe, a subsidiary of Chesapeake Industries, Inc., has film processing laboratories in New York City and Hollywood.

Under the Lanham Act, Pathe makes generally the same charges it levelled at the two Technicolor corporations in a complaint to the Federal Trade Commission on June 8. At that time, Pathe asked the commission to prevent further use of the word "Technicolor" to describe pictures made in the Eastman color process. It charged that the practice—followed in "The Robe" and other CinemaScope pictures—brought intentional deception of producers, distributors and the public, which had over the years come to associate the term "Technicolor" only with that firm's traditional, patented dye transfer imbibition process.

"We are encouraged greatly by the industry's reaction to our efforts to bring the facts in the battle of color before the public," William C. MacMillen, Jr., president of Chesapeake Industries, said. "The motion picture audience is entitled to the guarantee that an advertised product is not misrepresented."

The Pathe suit asks for an injunction to stop use of the description "Technicolor" for anything but the patented imbibition process. It also requests $100,000 damages on the basis of Pathe's loss of customers through such alleged false description. Pathe, using the Eastman process, which it refers to as Pathecolor, is a competitor of the defendants.

Under the anti-trust section of its action filed yesterday in U. S. District Court for the Southern District of New York, Pathe is requesting an additional $300,000 damages. It charges that through a licensing agreement filed last winter, the Technicolor companies now control the operation and profits of a previous competitor, DeLuxe Laboratories, Inc., thus creating a monopoly in the motion picture laboratory business. Pathe asks that the court cancel the Technicolor-DeLuxe agreement

Trust Cases

(*Continued from page* 1)

which passed the House last year, also passed the House in two previous Congresses but never has before received Senate action.

The bill was endorsed by Rep. Celler (D., N. Y.), author of the House bill, and by Stanley Barnes, Assistant Attorney General in charge of the Anti-Trust Division.

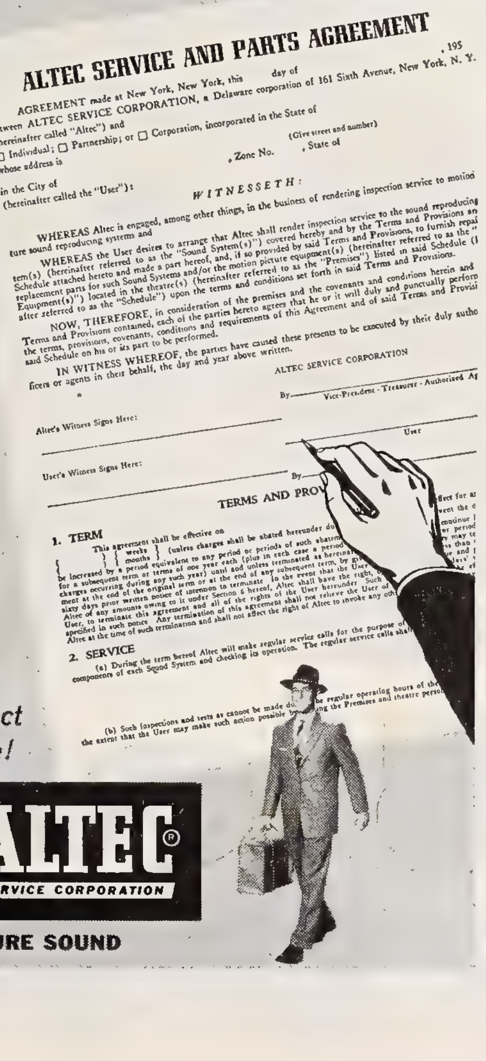
The New York and Illinois Bar Associations approved the bill providing it specified that wilful criminal intent be proven before heavy fines are imposed. The Chamber of Commerce opposed the bill, saying that tougher penalties should be postponed until Congress has passed bills to "relieve business of the major confusions and harassments" of the present laws.

Breen Retirement

(*Continued from page* 1)

of Breen, stated that "the administrator, not feeling too well during the past few years, has had a difficult job" and that the MPAA was mulling a plan where he would take a less active role in the Code Administration.

There is nothing definite on Breen's retirement at the present, Johnston said.


ALTEC SERVICE AND PARTS AGREEMENT

EXPERIENCE A PRICELESS ASSET

OF ALTEC STEREOPHONIC SERVICE!

The finest service experience in stereophonic sound is yours when you sign an Altec contract. Experience bought and paid for in countless hours of pioneering effort and research... experience in supervising critical CinemaScope industry showings and first run premieres, experience with an unceasing flow of stereophonic installation and service orders, experience implemented by Altec-devised precision tools.

YOUR experience with an Altec stereophonic service contract will prove pleasant and profitable!

161 Sixth Avenue
New York 13, N. Y.

ALTEC SERVICE CORPORATION

SPECIALISTS IN MOTION PICTURE SOUND

Technicolor Answers

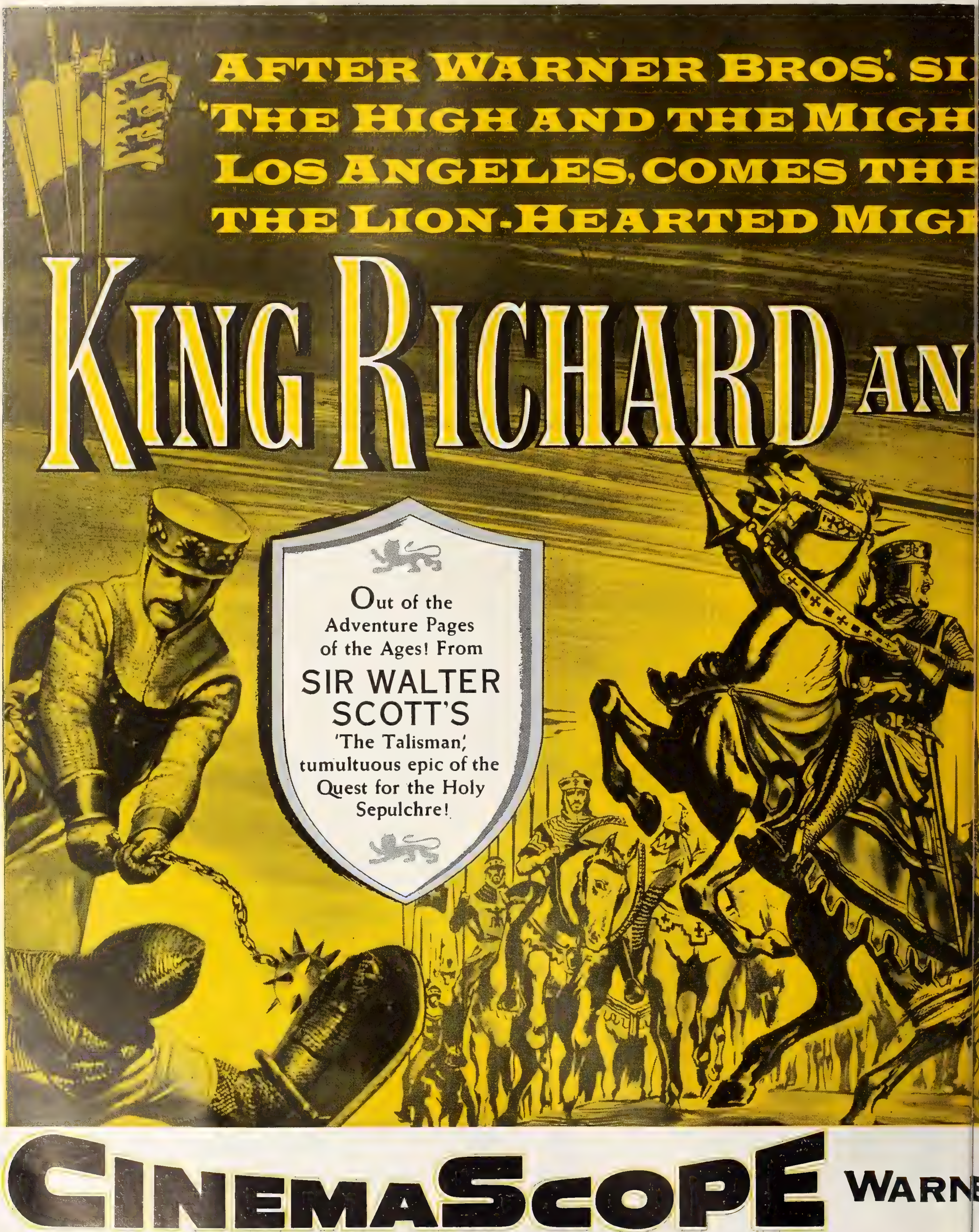
(*Continued from page* 1)

a press release with respect to a complaint that it said it was filing with the Federal Trade Commission concerning Technicolor, but Pathe Laboratories never has sent Technicolor a copy of that complaint.

"Technicolor has had little to do with Pathe Laboratories except that on its own initiative, Pathe Laboratories sometime ago commenced negotiations with Technicolor; first, to obtain a license from Technicolor, and, later, to attempt to sell New York Pathe Laboratory facilities to Technicolor.

"Complaints by Pathe Laboratories that it is unable to compete with Technicolor are in no way due to any illegal or improper action by Technicolor.

"Technicolor will answer in the courts any action that Pathe Laboratories brings against it and is confident of the result."



AFTER WARNER BROS.' SI
THE HIGH AND THE MIGH
LOS ANGELES, COMES THE
THE LION-HEARTED MIG

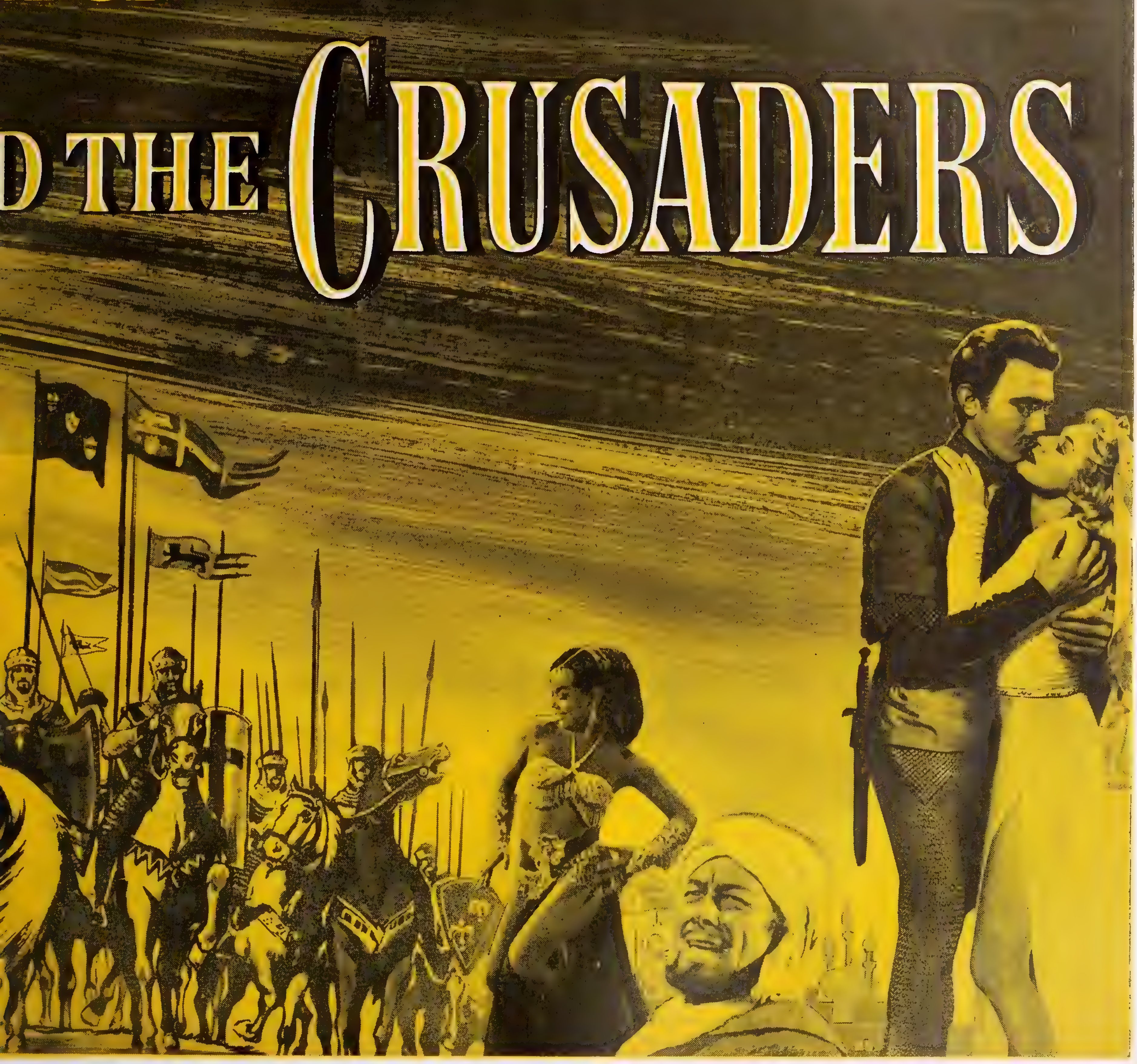
KING RICHARD AN

Out of the
Adventure Pages
of the Ages! From
SIR WALTER
SCOTT'S
'The Talisman,'
tumultuous epic of the
Quest for the Holy
Sepulchre!

CINEMASCOPE WARNE

STARRING
REX HARRISON · VIRGINIA MAYO · GEORGE SANDERS

X SMASH WEEKS OF
TY' AT THE EGYPTIAN THEATRE.
WORLD PREMIERE OF
IT OF



ERColor and Stereophonic Sound

S · LAURENCE HARVEY WITH ROBERT DOUGLAS SCREEN PLAY BY JOHN TWIST PRODUCED BY HENRY BLANKE DIRECTED BY DAVID BUTLER
MUSIC BY MAX STEINER

THEY ALL AGREE! MARLON BRANDO ON THE WATERFRONT IS THE GREATEST!

"'Great' is the only word to describe Marlon Brando's performance in 'On the Waterfront'. Elia Kazan's direction is simply magnificent."

Lauren Bacall

"A powerful and wonderful picture. Marlon Brando gives one of the greatest performances we have ever seen. Leonard Bernstein's score is exciting."

Betty Comden and Adolph Green

COLUMBIA PICTURES presents

MARLON BRANDO

On The Waterfront

AN ELIA KAZAN PRODUCTION

co-starring **KARL MALDEN · LEE J. COBB** · with ROD STEIGER · PAT HENNING · and introducing **EVA MARIE SAINT**

Produced by **SAM SPIEGEL** · Screen Play by BUDD SCHULBERG · Music by LEONARD BERNSTEIN · Directed by ELIA KAZAN

A HORIZON PICTURE

"Marlon Brando is one of the finest actors of our time. 'On the Waterfront' gives him a fine opportunity to show his extraordinary ability."

Joshua Logan

"One of the finest movies ever made. As for Marlon Brando's performance, I can remember few if any dramatic performances on celluloid to compare with it."

Billy Rose

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 76. NO. 6 NEW YORK, U.S.A., FRIDAY, JULY 9, 1954 TEN CENTS

Arbitration Group Meeting Here Today

The eight-man joint exhibition-distribution drafting committee will meet for the first time in a luncheon meeting at the Harvard Club here today.

The "sub-committee" is to draft a set of rules and regulations for arbitration for presentation and approval by the full sales managers committee of the MPAA and representatives of the Theatre Owners of America, Southern California Theatre Owners Association, Independent Theatre Owners Association and Metropolitan Motion Picture Theatre Owners Association. Allied States Association is not taking part in the arbitration proceedings.

U.S. C'Scope Installations Total 5,301

The number of CinemaScope and stereophonic sound installations in the United States, as of June 26, totalled 5,301, with orders approximating 400 weekly, a checkup reveals. It is estimated that at the present rate of installation the figure will exceed the 15,000 mark by the end of the present year.

A total of 3,236 theatres currently are equipped with the full four-track sound systems, 138 are operating with "mixers," 232 are equipped for one-track magnetic sound and 1,695 have one-track optical equipment. Of the U. S. houses equipped with the medium, 4,759 are in four-wall theatres, 519 are drive-ins and 23 are in military theatres.

Equipment dealers, however, say

(*Continued on page* 6)

Columbia Dickers For Own Building

Columbia Pictures is in the process of concluding a deal for the purchase of a seven-story office building at 55th Street and Fifth Avenue here. Ever since its formation as the Cohn-Brandt-Cohen Sales Corp. in 1924, the present-day Columbia has had its headquarters at 729 Seventh Avenue.

The new location is occupied at this time by Mark Cross, leather dealers.

5 Theatres Get Show Cause Order Vs. NYC on 5% Tax

Queens Houses Challenge Constitutionality Of Levy; Charge Rate Is Higher in Some Cases Than Law Allows; Hearing Monday

The opening salvo in New York City exhibitors' fight to have the recently passed city five per cent amusement tax declared unconstitutional was filed yesterday as Supreme Court Justice Nicholas M. Pette signed an order requiring the City of New York, Robert F. Wagner, Mayor; Lawrence E. Gerosa, City Comptroller; and George M. Bragalini, Treasurer of the City of New York; "to show cause" on Monday "why a temporary injunction should not be granted restraining and enjoining them from enforcing the provisions of the New York City admissions tax law."

A hearing will be held in Supreme Court, Queens County, at 10:00 A.M., Monday, at which time it is believed the city will ask for a delay in the order.

The "show cause" order was signed yesterday in connection with an action instituted by five New York City theatres. The action was submitted to the Supreme Court yesterday on behalf of RKO's Flushing Theatre, Flushing; Loew's Willard Theatre in Jamaica; Century Circuit's Community and Queens Theatres in Queens Village; and Brandt's Strand Theatre in Astoria.

They filed against the City of New York, the Mayor, the Comptroller and the Treasurer, "to have the New York City Admissions Tax Law," which has been in effect since July 1, "declared unconstitutional, illegal, in-

(*Continued on page* 6)

Stockholder's Suit Names 20th, Skouras, Zanuck, 3 Directors

Listing a variety of charges, Rebecca G. Berkowitz, a 20th Century-Fox stockholder, yesterday filed suit in N. Y. Federal Court asking that the employment contracts of Darryl F. Zanuck, vice-president in charge of production, and Spyros Skouras, president, be declared null and void. Three directors also were named in the action; namely, Daniel O. Hastings, L. Sherman Adams and Murray Silverstone, as well as the company itself.

'Conspiracies' Charged

The plaintiff alleges that the three directors and Skouras control the actions of the board, causing 20th-Fox and its subsidiaries to engage in conspiracies to restrain trade and eliminate competition in the production, distribution and exhibition of pictures. These acts, Mrs. Berkowitz charges, have resulted in law suits totalling $400,000,000 which stemmed from carelessness in permitting certain transactions.

The complaint states that because Skouras and his family hold an interest in Skouras Theatres, license agreements for houses of that circuit call for lower prices than those charged for competitive theatres. The plaintiff further claims that Skouras and his family have an interest in Joseph Bernhard Productions and Edward L. Alperson Productions, thereby giving them preferences on rental

(*Continued on page* 6)

RKO Theatres Cuts Outstanding Stock

WASHINGTON, July 8.—RKO Theatres Corp., in a report to the Securities and Exchange Commission here, announced a decrease in the amount of securities outstanding for the month of June.

In RKO's proxy statement dated April 9, 1954, the company reported there were 3,764,913 shares of its common stock outstanding, not including 150,000 shares held by the company. On June 30, 1954 there were 3,225,363 shares of RKO common outstanding, not including 689,550 shares held by the company, the report showed. In addition, RKO mailed to

(*Continued on page* 6)

Issue of Taxes on Trust Case Damages Goes to High Court

WASHINGTON, July 8.—The government today asked the Supreme Court to decide whether exhibitors and others who win punitive damages in private anti-trust suits must pay Federal income taxes on those damages.

The government appealed to the high court a decision of the Third Circuit Court of Appeals that William Goldman Theatres was not taxable on such damages. Goldman won an anti-trust suit against Warner Theatres and the major distributors, and was awarded $125,000 damages, trebled to $375,000. Goldman maintained that the first $125,000 represented lost profits and was taxable, but that the remaining $250,000 was not taxable. The Internal Revenue Service objected, but the tax court and the Third Circuit Court of Appeals upheld Goldman's stand.

The lower courts based their action on a previous Supreme Court decision to the effect that taxable income consists of "gain derived from capital

(*Continued on page* 6)

TOA Unit Sponsors Makelim Meeting

For the first time, a unit of the Theatre Owners of America will sponsor a meeting with Hal Makelim for the purpose of hearing his plan to produce a series of pictures under an exhibitor-participation agreement. The unit is the Theatre Owners of North and South Carolina and the session will be held in Charlotte at the Charlotte Hotel next Thursday.

Previous exhibitor meetings with Makelim have been promoted by units of Allied States Association, although the conferences have been open to all exhibitors. It is reported that the Carolina meeting was called at Makelim's request.

'Scope in 3 Forms Available in August

With the August release of "Broken Lance," all of 20th Century-Fox's past and future CinemaScope productions will be available to exhibitors for bookings with three different stereophonic sound tracks, four-track magnetic, one-track magnetic and one-track optical sound, it was learned here yesterday.

Past 20th-Fox productions, beginning on June 19 with "The Robe," were made available by the company in one-track optical sound along with four-track magnetic sound.

Personal Mention

MILTON R. RACKMIL, president of Universal Pictures, left New York by plane yesterday for California.

•

ABE OHLMAN, head of M-G-M's music subsidiaries, arrived in New York yesterday from the Coast and will leave here on Wednesday for Europe.

•

LOREN L. RYDER, head of the Paramount studio technical research department, left New York yesterday for the Coast.

•

WILLIAM B. ZOELLNER, head of M-G-M short subject sales, is scheduled to return here Monday from Germany

•

PHILIP GERARD, Universal Pictures Eastern publicity manager, will leave New York this weekend for Chicago.

•

WILLIAM R. GELL, director of Monarch Film Corp., will arrive here from London today via B.O.A.C. Monarch.

•

PHILIP DUNNE, 20th Century-Fox writer, has arrived in New York from Hollywood.

•

RUSS STEWART, of the M-G-M publicity department, will return here Monday from Charleston, West Va.

•

LEON WEBB has been named manager of the Portland Drive-in, Portland, Conn.

•

HOWARD MINSKY, Paramount Mid-East division manager, was in Cleveland yesterday from Philadelphia.

•

JOEL LEVY, Loew's out-of-town booker, has returned to New York from Miami.

•

JAMES STEWART has left New York for Hollywood.

•

ROSS HUNTER, producer, will leave Hollywood next week for Cleveland.

•

JOSE FERRER and MRS. FERRER have arrived in New York from Hollywood.

•

SPENCER TRACY has returned to Hollywood from New York.

To Withdraw 'Tour'; Will Cut to 52 Mins.

Twentieth Century-Fox's CinemaScope production, "Royal Tour of Queen Elizabeth and Philip," has been withdrawn from exhibition because the 96-minute film has been termed by company officials as "lengthy" after a series of sneak previews throughout the U. S.

Exchanges and branches have been notified to accept no more playdates for the CinemaScope documentary and to cancel any playdates that are on file so that prints, after being shipped to the company's home office, can be re-edited and reduced to 52-minutes.

Studio Union Wage Up to $124 in May

HOLLYWOOD, July 8.—The weekly earnings of union workers in the studios here averaged $124.33 in May, with the work week averaging 41.6 hours, it was disclosed in the monthly report of the Department of Industrial Relations. These figures exceed the April averages, which were $117.54 for 39.4 hours.

The averages for May of 1953 were $107 for 39.1 hours.

Canadian to Join Roy Brewer Slate

A Canadian official of the IATSE will seek a vice-presidency at the coming international convention in Cincinnati on August 9 as a member of the Roy M. Brewer ticket, it was learned here yesterday.

Brewer, accompanied by Russell M. Moss, executive vice-president of Home Office Employees, H-63, IATSE, left here yesterday for Hollywood after conferences with Eastern union leaders concerning his candidacy for the IATSE presidency, in opposition to the incumbent Richard Walsh.

Walsh and Brewer are expected to engage in a debate over pertinent IATSE matters at a dinner tonight at the Hollywood Athletic Club before Southern California union delegates.

Para. Color Cartoons Offered in 'Packages'

Paramount will make available to exhibitors, beginning Aug. 1, "packaged" Technicolor cartoons with a choice of new or reissued subjects, Oscar A. Morgan, Paramount's general sales manager in charge of short subjects, announced yesterday.

Each group of four or more individual subjects will carry a specially produced main title, "Presenting a Paramount Cartoon Carnival." At the same time, Paramount cartoons will still be available singly, Morgan said.

'Mighty' Scores

"The High and the Mighty," a Wayne-Fellows production in CinemaScope for Warner Brothers, played in approximately 200 situations across the country over the July 4 holiday to gross receipts 25 per cent above "Hondo," which was one of company's top grossers for the past year, the company reported.

IA Television Contract

Television production employes of the Canadian Broadcasting Corp. now are working under union contract for the first time, following signing of an agreement last week by the International Alliance of Theatrical Stage Employes and Moving Picture Machine Operators.

Palace Bow for 'Wizard'

"The Diamond Wizard" will have its New York premiere at the Palace Theatre here today.

Trust Suit Filed by Vogue in Chicago

CHICAGO, July 8.—Coniglio Vogue Theater Corp., which operates the 1.606-seat Vogue theatre, here, has filed an anti-trust suit against Columbia Pictures, Warner Brothers and Balaban and Katz Theater Corp. charging "monopolistic practices."

The Vogue, a north side first-run neighborhood house, claims it has sought Columbia and Warner releases since January for exhibition concurrently with the B&K first-run neighborhood houses.

"Our request has been ignored," said attorney Seymour Simon, who filed the suit in U. S. District Court for the plaintiffs, Dick Felix, Howard Lambert and Coniglio Vogue Theater Corp.

The Vogue is seeking an injunction to compel the distributors named to release product to the theatre for first-run neighborhood showings.

Bill to Extend FUIS Passed by the House

WASHINGTON, July 8.—The House passed and sent to the Senate a bill to extend the Federal Unemployment Insurance System to any firm hiring four or more workers in each of 20 weeks during a year. Such firms would have to pay Federal unemployment taxes, and their workers will be entitled to unemployment insurance benefits. At present, the law covers only firms with eight or more workers in each of 20 weeks.

The bill, which now goes to the Senate for action, would also permit reduced tax rates for new employers and would do away with the employer's present privilege of paying the tax in quarterly instalments, rather than in a lump sum.

Invitation-Premiere For 'Victory' Monday

High officers of the Army and Navy will join with notables in the civic and social life of the city in welcoming "Victory at Sea," at an invitational preview to be held here Monday evening at the Trans-Lux 60th Street Theatre. The premiere of the United Artists film for the general public will be held at the theatre the following day.

"Victory at Sea" is a production of the NBC Film Division made originally by the network for television presentation. It was produced by Henry Salomon and co-authored by Salomon and Richard Hanser.

WB Dividend Declared

A dividend of 30 cents per share on the common stock of Warner Brothers Pictures, Inc., was declared yesterday by the board of directors of the company. The dividend is payable Aug. 5 to holders of record at the close of business on July 19.

Gaspins Open Drive-in

SAVANNAH, July 8.—Sam and Morris Gaspin have opened their negro-patronage 500-car Lincoln Park Drive-in, featuring also a large playground and ranch-style snack bar.

Million-Dollar Deal Finalized by Goldwyn For 'Guys and Dolls'

HOLLYWOOD, July 8.—Samuel Goldwyn today announced that after four months of negotiations, the contract providing for the payment of more than $1,000,000 for the motion picture rights to "Guys and Dolls" has been signed.

Simultaneously, Goldwyn disclosed the engagement of Joseph L. Mankiewicz, four-time Academy Award winner, to write and direct the picture. Mankiewicz, now in Europe, will report to the Goldwyn studio the first week in September to begin writing the screenplay.

In making this announcement, Goldwyn said he expected to start rehearsals on Oct. 15 and begin the actual photography of the picture on Jan. 15.

Zukor to Launch Eastman Stamp

ROCHESTER, N. Y. July 9.—Adolph Zukor, Paramount Pictures board chairman, will be honor guest and principal speaker at the George Eastman commemorative ceremony Monday at the Eastman Theatre. The ceremony will inaugurate the George Eastman commemorative stamp honoring the late inventor's contributions to photography and motion pictures and his philanthropy to education, music and health.

Zukor will discuss George Eastman's contributions to motion picture history. The invitation to speak was extended by the George Eastman stamp committee.

A luncheon will follow at the George Eastman House.

'U' Dividend

The board of directors of Universal Pictures Co. has declared a quarterly dividend of $1.0625 per share on the 4¼ per cent cumulative preferred stock of the company. The dividend is payable Sept. 1, to stockholders of record on Aug. 16.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE STUDENT PRINCE"
In CinemaScope starring
Ann BLYTH • Edmund PURDOM
and the Singing Voice of MARIO LANZA
Color by ANSCO An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

WARNER BROS present WILLIAM A. WELLMAN'S
THE HIGH AND THE MIGHTY
CINEMASCOPE AND WARNERCOLOR
starring
JOHN WAYNE - CLAIRE TREVOR - LARAINE DAY - ROBERT STACK
JAN STERLING - PHIL HARRIS - ROBERT NEWTON - DAVID BRIAN
A WAYNE-FELLOWS PRODUCTION
PARAMOUNT
TIMES SQUARE

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Canada Dates Set for 20th's 'Scope Reel

Twentieth Century-Fox's hour-long demonstration film, "The Advancing Techniques of CinemaScope," which will conclude its domestic screenings today, will be presented to Canadian exhibitors beginning Tuesday and will also be forwarded to London for exhibition on Wednesday.

The Canadian screenings of the demonstration reel will start in University Theatre in Toronto on Tuesday, it was learned yesterday, with screenings set as follows: Montreal, Palace Theatre, July 15; St. John, Paramount Theatre, July 20; Winnipeg, Capitol Theatre, July 23; Calgary, Capitol Theatre, July 27; Vancouver, Capitol Theatre, July 29.

Two prints of the CinemaScope film will leave the 20th Century-Fox home office on Tuesday for London and screenings throughout England and the continent. Additional prints will follow to offices in Paris, South America, the Far East and Australia.

After the film has been presented throughout the world, 20th-Fox is planning to edit the reel into two separate 20-minute short subjects for public exhibition. One is to deal with stereophonic sound and lenses with the other telling of the forthcoming product from the studio.

Seaton Heads SDG Critics' Award

HOLLYWOOD, July 8.—George Seaton has been appointed chairman of the Screen Directors' Guild critic's award committee by George Sidney, Guild president. Serving with Seaton on the committee this year will be Claude Binyon, Delmer Daves, Willis Goldbeck, E. H. Griffith, Rouben Mamoulian and Robert Wise.

The committee will check reviews written by more than 300 critics throughout the country and the award to the outstanding critic will be presented at the Guild's annual dinner early in 1955.

TV's 'Treasury Men' For Theatre Screens

"Treasury Men in Action," television program of the past four years, will be made into a full length motion picture. Bernard J. Prockter, president of Prockter Television Enterprises, is in Europe now inspecting French and English locales for production early in the year. The picture, like the TV show, will be made with the cooperation of the Treasury Department.

The picture has been financed but casting and distribution matters are still indefinite.

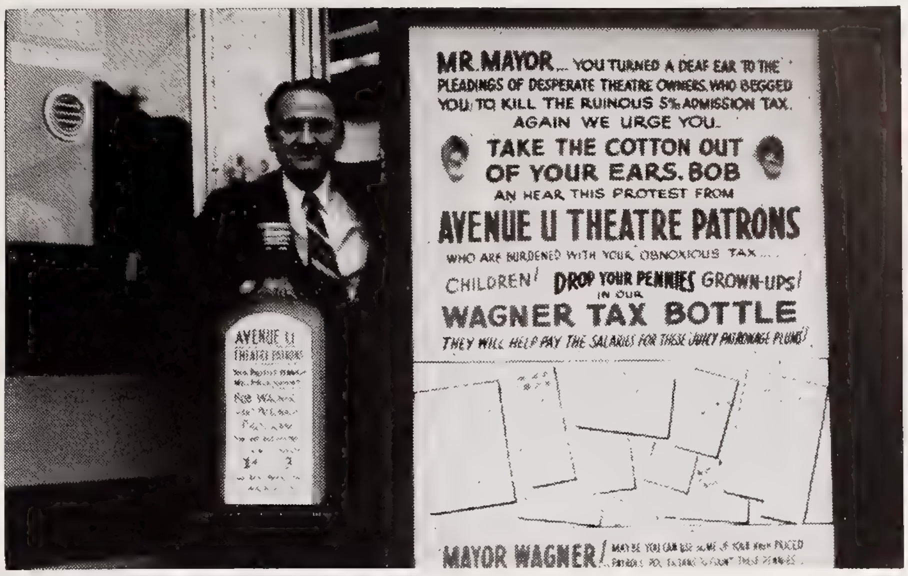
'Zero' July 16

"Hell Below Zero," Columbia's Technicolor adventure drama of the Antarctic whaling fleet starring Alan Ladd, will have its New York premiere at the Globe Theatre on July 16.

'Living' July 23

Paramount's "Living It Up," starring Dean Martin and Jerry Lewis, will open on July 23 at the Criterion Theatre here.

'Wagner Tax'—Bottled


MR. MAYOR... YOU TURNED A DEAF EAR TO THE PLEADINGS OF DESPERATE THEATRE OWNERS, WHO BEGGED YOU TO KILL THE RUINOUS 5% ADMISSION TAX. AGAIN WE URGE YOU.
TAKE THE COTTON OUT OF YOUR EARS, BOB
AN HEAR THIS PROTEST FROM
AVENUE U THEATRE PATRONS
WHO ARE BURDENED WITH YOUR OBNOXIOUS TAX...
CHILDREN! DROP YOUR PENNIES IN OUR GROWN-UPS!
WAGNER TAX BOTTLE
THEY WILL HELP PAY THE SALARIES FOR THESE JUICY PATRONAGE PLUMS!
MAYOR WAGNER!
AVENUE U THEATRE PATRONS

Albert Greene, Brooklyn exhibitor, wants his patrons to know they are paying an admission tax to the city, and he wants them to know whose tax it is.

Greene placed the "Wagner Tax Bottle" shown above next to the box office of his Avenue U Theatre. He supplied his cashier with special "tax pennies," pennies which he had chrome-plated, and, instead of adding the tax to his ticket prices, he provided pennies in change and, by the signs shown above on the tax bottle and at right, he directed his patrons to deposit the tax in the "Wagner" bottle—one cent on children's admissions and three cents on adults. The sign tells patrons their pennies "will help pay the salaries for juicy patronage plums" of City Hall appointees named by Mayor Wagner recently.

Come Aug. 1, Greene says he will take his tax bottle to City Hall where some of the Mayor's "high-priced, payroll politicians" could be used to count them. Greene wants other New York City exhibitors to join in his penny payment and Aug. 1 march on City Hall campaign.

Greene is the man who sold New York City subway tokens for 10 cents when the Transit Authority raised the fare to 15 cents before it had an adequate supply of the tokens ready for the public.

Tax Collections Up In Chicago for June

CHICAGO, July 8.—Theatre tax collections for June were $103,520, as compared with $85,921 for June, 1953.

Total amusement tax collected for June, 1954, was $156,751, as compared with $148,007 for June, 1953.

Theatre taxes collected in the first six months of 1954 totalled $573,314, and total amusement taxes for the same period were $912,169.

This was a marked improvement over 1953 when theatre taxes for the first six months totalled $518,856, and total amusement taxes collected were $867,294.

Nat. Carbon Names 3 Vice-Presidents

Arthur C. Bryan has been appointed vice-president and general manager of Consumer Products, William H. Feathers has been named vice-president and general manager of Industrial Products of National Carbon Co., a division of Union Carbide and Carbon Corp., and Walter A. Steiner has been appointed vice-president in charge of development, it was announced here yesterday by A. S. Johnston, National Carbon's president.

'Caesar' Opens Strong

CHICAGO, July 8.—M-G-M's "Julius Caesar," released at popular prices, opened at the Loop Theatre with a strong box office that indicates a healthy gross of $18,000 for the first week ending tomorrow.

Chesapeake 24-Week Net Up to $502,271

Chesapeake Industries, Inc., yesterday reported net income of $502,271 for the 24 weeks ended June 19, compared to $468,181 for the similar period last year.

Krushen Touring to Aid UA Promotion

Mori Krushen, United Artists exploitation manager, today will begin a cross-country swing to meet with exhibitors, UA branch personnel and field exploitation representatives on advance promotion plans for the company's forthcoming releases, including Joseph L. Mankiewicz' "The Barefoot Contessa," starring Humphrey Bogart and Ava Gardner; the Hecht-Lancaster "Vera Cruz," starring Gary Cooper and Burt Lancaster; "The Purple Plain," starring Gregory Peck, and "Suddenly," starring Frank Sinatra and Sterling Hayden.

Medieval Trappings As 'Richard' Bows

HOLLYWOOD, July 8.—Knights in armor, heraldic trumpeters and costumed page boys peopled the forecourt of the Egyptian Theatre here tonight for the invitational world premiere of Warner Brothers "King Richard and the Crusaders." A distinguished audience attended the opening, which was dedicated to by-line celebrities of the press as well as to box-office personalities.

Independents Attend RKO Sales Meet

Representatives of independent producers who release through RKO were among those attending the final session yesterday of RKO's two-day Eastern-Canadian sales meeting at the Hotel Warwick. Charles Boasberg, general sales manager, presided at the meeting.

Those present included James A. Mulvey, president of Samuel Goldwyn Productions; Irving H. Ludwig, sales executive of Walt Disney Productions, and Irving Lesser and Seymour Poe, of Producers' Representatives.

Home Office Executives Attend

Additional RKO executives from the home office who attended the final day included: Charles Drayton, assistant treasurer; William J. McShea, manager of branch operations; Emmet J. Cashman, manager of the print and negative department; Edward McGuire, legal department; Arthur Good, head of the 16mm department; Frank Angotti, purchasing agent and home office manager; Milton Altholz, assistant to Sidney Kramer, short subjects sales manager; Seymour I. Feig, head of competitive bidding department; William Dahler, Lou Miller and Art Joswig, sales approval department; Irving Cane, head of contract department; Ben H. Grimm, advertising manager; Dave Cantor, advertising manager, and Dave Cantor, exploitation manager.

RKO will hold its final regional sales meeting for Western and Rocky Mountain sales areas on July 12-13 at the St. Francis Hotel, San Francisco.

SPG College Awards Are Being Expanded

HOLLYWOOD, July 8.—An expanded program for the Screen Producers Guild intercollegiate awards competition, established a year ago, has been put into effect by SPG president Arthur Freed, who dispatched invitations to 104 American colleges and universities to participate. The competition is for the "best amateur motion picture conceived and created in colleges and universities." Prizes are gold, silver and bronze medallions, as well as honorable mentions, and the student principally responsible for the winning film is given a week in Hollywood.

'Crusoe' Opens Today

"Adventures of Robinson Crusoe," a United Artists release in Pathecolor, is set for premieres today at the McVickers, Chicago; Downer, Milwaukee; Loew's Palace, South Bend, and Loew's Strand, Syracuse.

Publicists Ball Set for Oct. 15

The Screen Publicists Guild (New York) will hold its second annual Movie Page Ball at the Hotel Pierre here on Oct. 15. Tickets will be $5.00 per couple plus tax.

Get Set For Your

20th CENTURY-FOX presents in **CINEM**

SPENCER
TRACY
ROBERT
WAGNER
JEAN
PETERS
RICHARD
WIDMARK

Broke

WITH
KATY JURADO

HUGH O'BRIAN · EDUARD FRANZ
EARL HOLLIMAN · H. G. MARSHALL
CARL BENTON REID · PHILIP OBER · ROBERT BURTON

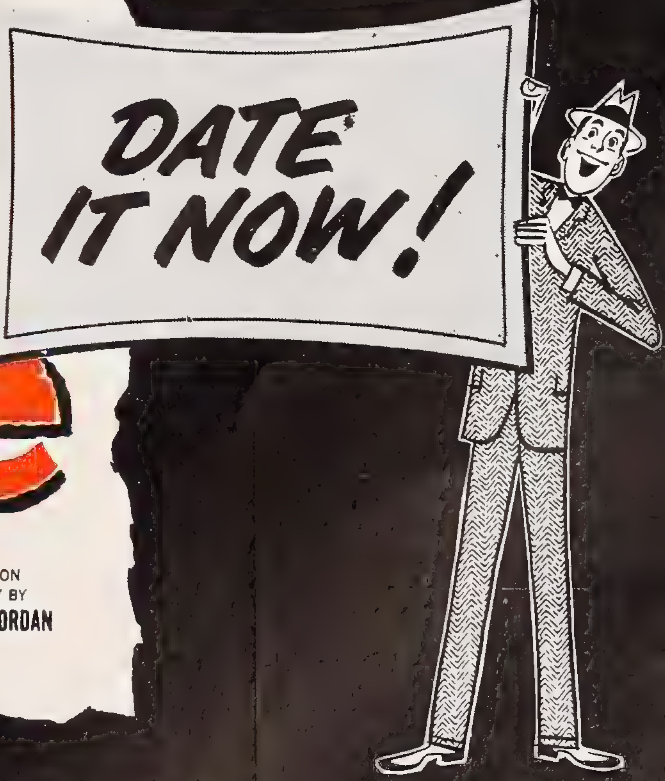
CO

Play it in your choice of CINEMASCOPE equipment! 4-TRACK HIGH-FIDELITY MAGNETIC

HOTTEST August!

ASCOPE

en Lance



OR BY DE LUXE

PRODUCED BY SOL C. SIEGEL · DIRECTED BY EDWARD DMYTRYK · SCREEN PLAY BY RICHARD MURPHY

BASED ON A STORY BY PHILIP YORDAN

EREOPHONIC SOUND • 1-TRACK HIGH-FIDELITY MAGNETIC SOUND • 1-TRACK OPTICAL SOUND

'Holders' Suit

(*Continued from page 1*)

deals. It is charged, too, that the money invested in Eidophore and Miracle Mirror screens has been wasted.

In asking that Zanuck's employment contract of September, 1949, and that of Skouras' dated January, 1951, be declared null and void, the plaintiff asks that 20th Century-Fox be enjoined from performing the employment agreements which pays the executives retirement benefits in the "guise of compensation for advisory services." An accounting of losses and damages sustained by 20th-Fox through the alleged acts and of profits to Zanuck and Skouras is asked.

'Scope Installations

(*Continued from page 1*)

that most of the balance of the theatres to be equipped are in the lower run brackets and that many of them, because of physical drawbacks or for economic reasons, never will equip for CinemaScope or other wide screen media.

Italo-French Films Lead French Market

During the 1953-54 season in France, Italo-French co-productions led the field as the biggest earners at the box-office, according to Italian Film Export. Of the 18 pictures which grossed over 50 million francs during their first runs in Paris, six were jointly produced by Italian and French studios and four were strictly French productions. The other box-office leaders included seven from various foreign countries and one Franco-Mexican production, IFE disclosed.

During the first five months of this year, 21 Italo-French co-productions have been filmed. According to Cinemundus, Italian trade journal, Italy and France have jointly produced a total of 83 motion pictures from 1948 through 1953. Of these, 36 were made in France, 41 in Italy and six were filmed in both countries and given double nationalities.

Buffalo Theatre Sold For Over $600,000

BUFFALO, July 8.—At a figure reported to be "more than $600,000," the Teck Theatre building and the adjoining former James Vernor Co. property have been sold by Louis J. Rosokoff and family, in what was said to be one of the largest downtown real estate transactions in recent years.

The purchasers of the building, which houses Shea's 1,700-seat Teck, are undisclosed New York City interests with other properties here. Under the agreement, the Rosokoff family is leasing back both properties for a long term and will continue to operate the buildings.

'Ring' Grosses $9,826

PHOENIX, July 8. — Wayne-Fellows CinemaScope production, "Ring of Fear," grossed $9,826 during its opening weekend here at the Fox Theatre, far exceeding the gross of any previous Warner Brothers film to play the house, the distributors of the film reported.

Review

"Bowery Boys Meet the Monsters"

(Allied Artists)

THE latest episode in the longest series now making the rounds of theatres doesn't live up to past films in the group. The film is a distinct letdown, despite the fact that the picture's basic ideas, of which there are three, were individually promising. Whatever audience impact may be felt is derived from seeing Leo Gorcey and Huntz Hall do again the personal bits of business they've been doing so well so long.

One of the three basic ideas has Gorcey setting out to obtain permission for the Bowery kids to use a vacant lot for their ball games. Another has Gorcey and Hall learning, on arrival, that the owners of the vacant lot are monsters, a mad scientist, his addled brother, his spinster sister who keeps meat-eating plants as pets, and his blood-thirsty niece who welcomes them as likely victims of their respective manias. A third basic idea has one of the monsters successfully activating a clanking, man-shaped robot by remote microphone control. Nearly all of the action occurs in the monsters' house, and it becomes overstretched, ultra-repetitive and more morbid than comic before it is finished.

Ben Schwalb produced from a screenplay by Elwood Ullman and Edward Bernds, the latter also directing.

Running time, 65 minutes. General classification.

Reactivated O. Tent Elects New Officers

COLUMBUS, O., July 8.—James Bushman, sales promotion director of WTVN television station, was named chairman of the temporary board of directors of the reactivated Columbus Variety Club, Tent No. 2. Charles Sugarman, World, was chosen secretary and Milton Yassenoff, Academy Theatres, treasurer. Prospective members have been invited to a dinner meeting on July 14 at the Seneca Hotel, where clubrooms are expected to be established.

UA Will Release 'Good Die Young'

"The Good Die Young," has been acquired for release by United Artists, president Arthur B. Krim announced.

A Remus Production directed by Lewis Gilbert for Romulus Films, the picture stars Richard Basehart, Gloria Grahame, John Ireland and Laurence Harvey. Filmed on location in England, "The Good Die Young" was written for the screen by Vernon Harris and Gilbert.

New 850-Car Conn. Drive-in Opens

HARTFORD, July 8.—Associated Management Corp. has opened Connecticut's newest outdoor project, the 850-car capacity, $125,000 Bridge Drive-In Theatre, Route 1, Groton, Conn.

Ed O'Neill, formerly general manager of the Markoff Bros. Theatres, is serving as general manager of the new venture.

The East Hartford Family Drive-In, South Windsor, Conn., being built by South Windsor Realty Corp., is being readied for a July 15 premiere. Abraham Bronstein of Hartford heads the project. Cost is estimated over the $125,000 mark.

Caribe to Release AA in Colombia

Norton V. Ritchey, president of Allied Artists International, has announced that an agreement has been reached with Dario Vasquez, general manager of Caribe Film, Medellin, Colombia under which Vasquez will handle 48 Allied Artists releases.

Challenge N Y C Ticket Tax

(*Continued from page 1*)

valid and void and for an injunction restraining and enjoining them from enforcing the provisions thereof."

The plaintiffs alleged that the tax violates four respective city, state and Federal laws. They are:

¶ Section B32-5.0, of the Administrative Code of the City of New York.

¶ The New York State "enabling act," which empowers a state municipality of 25,000 and over to levy a tax on amusements, "of up to five per cent."

¶ The Constitution of the United States.

¶ The Constitution of the State of New York.

In the first instance, the section of the City Administrative Code named specifies that a theatre owner commits a misdemeanor when charging more than "the fixed admission price plus the federal tax." With the city tax law in effect, admissions now include the additional tax.

The "enabling act" passed by the State Legislature in 1947 is allegedly being violated by the five per cent city tax which "in many instances" will be more than five per cent, according to exhibitor counselors.

The complaint cited the Federal and State constitutions as being "violated" because, according to the action, the city levy is "discriminatory."

All defendants named in the action were served with individual copies yesterday, according to Irving H. Greenfield, Loew's attorney.

Bird's Report Due

In another development in the tax picture, the Bird Commission, appointed by Gov. Dewey to study the validity of the city tax and the efficiency of the state's "enabling act," yesterday expected to have a preliminary staff report completed by next week.

Frederick L. Bird, committee chairman, said he is still waiting for final information before his staff can complete its preliminary report. When completed, the report will be forwarded to commission members for their scrutiny prior to filing a final opinion to the Governor, Bird said. Bird reported the preliminary report would not be made public.

Damages

(*Continued from page 1*)

or labor or both combined." They said that punitive damages did not come in this category, and therefore were not taxable.

In appealing the case to the Supreme Court, the Government said other cases have been decided differently in other lower courts, that the question is obviously one which will recur frequently in the future and that it is therefore important for the Supreme Court to decide the question once and for all.

RKO Theatres

(*Continued from page 1*)

stockholders invitations to tender company shares of its common stock at prices not exceeding $6.50 a share. In connection with the invitations for tenders, RKO purchased during June, 524,062 shares of its common stock at an aggregate cost of $3,391,751.30.

On June 22, 1954, RKO also purchased from the Bankers Trust Co., as distribution agent under the plan of reorganization dated Feb. 18, 1949, of Radio-Keith-Orpheum Corp., 15,488 shares of its common stock at an aggregate cost of $100,672.

Complete 9 Films in Hollywood Studios

HOLLYWOOD, July 8.—Production dipped sharply, as is usual when holidays shorten the work week, with completion of nine features offset only slightly by the start of two new ones. However, 27 others continued in shooting stage.

New are "A Prize of Gold," Warwick, Technicolor (Col.); "Carmen Jones," Carlyle, CinemaScope, Technicolor (20th-Fox).

Finished are "Wyoming Outlaws" (Col.); "Private Hell 36" (Filmmakers); "The Long Chance," Masthead, "Walk the Dark Street," Valor, "Return of Columbus," Paal-Real, "Day of Triumph," Century (Ind.); "Deep In My Heart" (M-G-M); "Love Is a Weapon" (Para.); "Americano," RKO.

Para. Moving Its Albany Exchange

ALBANY, July 8.—The Paramount exchange will be moved on July 16 from the film district to a downtown office building at 547 Broadway, across from the railroad station. Paramount real estate department manager E. H. Erickson visited here for conferences with branch managers Dan Houlihan on the transfer.

Paramount recently transferred its shipping and inspection to Clark Film Distributors, which took new and larger quarters at the north end of Film Row.

Carlson Temporary AA Portland Mgr.

Harold Wirthwein, Allied Artists western division sales manager, has appointed Dick Carlson, booker, as acting branch manager of the Portland, Ore., exchange, to take effect when Jack Felix leaves to take over his new post as exchange manager in Denver. Carlson joined the company three years ago.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 76. NO. 7 NEW YORK, U.S.A., MONDAY, JULY 12, 1954 TEN CENTS

Tradewise . . .

By SHERWIN KANE

WHETHER or not his own procedure is the right one, there is much to commend in Albert Greene's general idea of refusing to take New York City's five per cent admissions tax lying down.

Greene, operator of the Avenue U Theatre in Brooklyn, prepared chrome-plated pennies to provide his patrons for payment of the tax. He also provided a huge medicine bottle labeled the "Wagner Tax Bottle," and directed his patrons to drop their pennies into the bottle which he said he will deliver to Mayor Wagner on Aug. 1.

•

A sign near the boxoffice told the patrons their pennies "will help pay the salaries for these juicy patronage plums" at City Hall. He then reproduced newspaper stories of recent appointments by Mayor Wagner of politically connected individuals to non-essential but well-paying city jobs.

The point, of course, being that the Mayor said he had to have the five per cent admission tax in order to balance the record new city budget. "Would you have us economize on the schools, the police, the unemployed, the hospitals?" the Mayor had asked opponents of the tax.

Greene, whatever else he is doing, is giving the Mayor an answer to that one.

•

If enough theatres did the same or something similar, the city administration could be made so weary of the tax it would very likely hasten its end.

Why should the tax be a nuisance only to exhibitors and patrons of entertainment?

Why shouldn't it, above all else, be made a nuisance to the politicians responsible for it?

• •

IRVING MACK'S Filmack Trailer Co. in Chicago is 35 years old this month. To observe Irving greeting, and being greeted by,

(*Continued on page 2*)

MAKELIM CLAIMS 1,700 DEALS

Approximately 1,700 theatres have signed to play the product to be produced under the Hal Makelim plan, initiated by Allied States Association, Makelim said here at the weekend. The deals, he said, represent about $2,000,000 in guaranteed playdates.

Meanwhile, Harry C. Arthur, Jr., chairman of the Southern California Theatre Owners Association, has sent a letter to the SCTOA membership, stating that the organization's board of directors had decided unanimously to "approve and sponsor" the 12 pictures which Makelim plans to produce shortly. The SCTOA, at a special meeting called for July 20, will hear Makelim present his plan personally.

Continuing his tour of the country to present his project to exhibitors, Makelim will meet with showmen today in Charlotte, on Wednesday in Atlanta, on Friday in Chicago and on Saturday in Milwaukee.

Makelim, Gell Talk U.K. Distribution, Co-Production Deals

Preliminary talks which may lead to the distribution in England of the 12 pictures planned by Hal Makelim were held here at the weekend by Makelim and William Gell, head of Monarch Pictures of London. At the same time, they discussed plans for a co-production deal for three pictures to be made in England.

Makelim said that the three British pictures would be separate and apart from the program to be made in Hollywood. Makelim will supply the stars and directors and participate in the financing, he said.

If a deal should be concluded for the distribution of the 12-picture program in England, it will be an out-

(*Continued on page 5*)

Clearance Question Involved in Another High Court Appeal

WASHINGTON, July 11. — The Supreme Court has been asked to review another lower court decision involving the extent to which the government's Paramount decrees can be used by theatre owners to help win their private anti-trust suits against the distributors.

The decision also involves the question of whether clearances growing out of a conspiracy must be held illegal, even if reasonable.

F. E. Harrison, owner of the Bryn Mawr Theatre in suburban Philadelphia, on Friday appealed to the high court a decision of the Third Circuit Court of Appeals throwing out his anti-trust suit against eight major dis-

(*Continued on page 5*)

NO 'HURRY-UP' JOB PREDICTED IN MAPPING ARBITRATION DRAFT

Members of the joint distribution-exhibition subcommittee which was set up to draft an arbitration formula are not planning a "hurry-up" job, it was indicated at the weekend following an exploratory meeting of the group. However, the joint committee expects to waste no time in mapping out a preliminary draft and will undertake to tackle the project officially today. Another session will be held tomorrow, with succeeding meetings scheduled as are deemed necessary.

A committee spokesman said that while the group has a blueprint from which to work, meaning the 1952 drafts that were prepared by distributor and exhibitor segments, there was still considerable work to be done in re-phrasing, adding to and deleting from the provisions of those documents. One prediction was that a tentative draft might be ready for submission to the full arbitration committee by mid-August.

The "sub-committee" will discuss seven specific proposals: clearances, runs, conditioning, contract violations, print shortage, competitive bidding and pre-release of pictures. Disagreement may develop, it is understood, over the legal terminology covering each point, as both sides will be relying on their respective lawyers.

Representing exhibition will be Herman Levy, counsel for the Theatre Owners of America; Si Fabian, Max A. Cohen and Leo Brecher. Counterparts of the exhibition team will be Adolph Schimel, general counsel of Universal Pictures, with Al Lichtman, A. W. Schwalberg and A. Montague. On the sidelines will be Charles Feldman who is an alternate representative on sales managers team.

Lawyers Say

5% Tax Could Be Halted By An Injunction

Meanwhile, Show Cause Hearing Off to Thursday

Attorneys for the City of New York were granted a delay at the weekend until Thursday at which time they must appear in Supreme Court to "show cause" why a temporary injunction should not be granted "restraining and enjoining them from enforcing the provisions of the city five per cent amusement tax."

A spokesman for Edward C. Raftery, attorney for the plaintiffs, said that Stanley Bucksbaum, assistant corporation counsel, contacted Raftery after the "show cause" order had been filed, and requested a postponement was agreed to by Raftder to prepare a case. The postonement was agreed to by Raftery, but the city must present its case on Thursday or the temporary injunction will be invoked, according to exhibitor counsel.

The order was signed by Supreme Court Justice Nicholas M. Pette, after an action instituted by five Queens theatres. The suit was filed against the City of New York, the Mayor, the Comptroller and the Treasurer, "to have the New York City Admissions Tax Law," in effect since July 1, "declared unconstitutional, illegal, invalid and void" and for an "injunction restraining and enjoining them from enforcing the provisions thereof."

The newly scheduled hearing will

(*Continued on page 5*)

Reopen Guatemala to American Pictures

Member companies of the Motion Picture Export Association will resume film shipments to Guatemala, the MPEA announced at the weekend, following the overthrow of the pro-Communist government in that country which imposed a 20 per cent excise tax on gross rentals on top of a previously imposed 15 per cent amusement tax.

The MPEA stated that the board of directors of the association has already agreed to reopen Guatemala to American films on a limited basis. Full-scale resumption of shipments

(*Continued on page 5*)

Personal Mention

ADOLPH ZUKOR, board chairman of Paramount Pictures, is in Rochester from New York today to speak at the ceremonies commemorating the centennial of George Eastman's birth.

•

Lotte Vorchheimer, secretary to Jerome Pickman, Paramount advertising-publicity vice-president, and Helen Feibelmann, secretary to Sid Blumenstock, advertising manager, will return to New York today from Hollywood.

•

Fal Parnell of the Moss Empire Circuit, Great Britain; Robert Parrish, director; and Gregory Peck left here Sunday for Europe by B.O.A.C. Monarch.

•

Robert J. O'Donnell, vice-president and general manager of the Interstate Circuit, arrived here yesterday from London via B.O.A.C. Monarch.

•

Mrs. Betty Cooley, executive secretary to W. H. Mortensen, of Bushnell Memorial Auditorium, Hartford, has been discharged from St. Francis Hospital of that city.

•

J. Raymond Bell, Columbia Pictures public relations executive, has been elected vice-president of the New York chapter of the Public Relations Society of America.

•

Arthur Silverstone, 20th Century-Fox assistant general sales manager, left over the weekend for Montreal and Toronto.

•

Clay V. Hake, Paramount division manager for Australia and New Zealand, has left Hollywood for Sydney.

•

Don Felix, manager of the Beverly Theatre, Bridgeport, and Mrs. Felix are marking their 25th wedding anniversary.

•

Lawrence Ady, chief of the motion picture service of the Far East Army and Air Force, has arrived in Washington from Tokyo.

•

Sid Blumenstock, Paramount advertising manager, will return to New York today following a vacation.

•

Al Fitter, Paramount home office sales executive, has left New York for Cape Cod.

•

Belle Meyer, assistant to the foreign manager at Madison Pictures, has left New York for Canada.

'Casey' Release Friday

"Casey at the Bat," starring Jerry Colonna, fourth in Walt Disney's six-series "Marquee Musicals," will be placed in national release on Friday, was disclosed by Sidney Kramer, RKO Radio short subjects sales manager.

Name Majors, Loew In Trust Suit Here

An anti-trust suit asking $2,664,000 was filed in New York Federal Court at the weekend by Associated Prudential Playhouses against eight distributors and three Loew's Theatres subsidiaries. The plaintiff, which operates theatres in Bayshore, Babylon, Lindenhurst and Amityville, L. I., charges restraint of trade and monopoly.

It is claimed that the defendants have refused to deal in good faith for the first "community" run of product, even though the plaintiff's theatres are not in direct competition with Loew houses. It is charged that in settlement of an action in 1945, the plaintiff's theatres were given rights to first run after Broadway engagements, but that since 1951, the clearances have been cut to 21-31 days after Jamaica, L. I.

Arnall Now on Coast For SIMPP Meeting

HOLLYWOOD, July 11.—Ellis G. Arnall, president of the Society of Independent Motion Picture Producers will arrive here Monday to attend the organization's annual meeting at Thursday noon, when he will report to the membership on his recent request to Secretary of State Dulles for clarification of the Government's position with respect to foreign subsidies such as he contends are provided in the Motion Picture Export Association's recently completed French pact.

While here Arnall will confer with board chairman Gunther Lessing, executive secretary Marvin Faris, and individual SIMPP members.

'Duel' in 250-Date Bow in New England

Budd Rogers, sales manager of Selznick Releasing Organization, Inc., announces that the newly re-issued "Duel in the Sun" opens in the New England territory with 250 saturation bookings arranged by Joseph E. Levine, Embassy Pictures Corp., blanketing the Boston and New Haven exchange areas.

Starting with day-and-date openings at the Paramount and Fenway, Boston, July 29, "Duel in the Sun" will play all the "A" theatres of the entire New England Theatre Circuit and other circuits and every key run in the territory, Rogers said.

The services of Terry Turner and Don Thompson of General Teleradio have been engaged to produce the material for the saturation television and radio exploitation which Turner will supervise.

'Raiders' in L.A.

"Hell Raiders of the Deep," I. F. E. American-language release, will have its Los Angeles premiere simultaneously in seven houses of the Fox West Coast unit there on Wednesday. Sharing the bill with it will be "Girls Marked Danger," another new I. F. E. release.

Dr. C. F. McKhann Named to SW Board

Dr. Charles F. McKhann has been elected a member of the board of directors of Stanley Warner Corp., it is announced by S. H. Fabian, President.

Dr. McKhann is chairman of the board of the Playtex Park Research Institute, a public service foundation, sponsored by International Latex Corp., which is a wholly-owned subsidiary of Stanley Warner.

Fabian also announced the resignation of Lester Crown, who because of the pressure of other business and his residence in Chicago, found it necessary to resign as a director of Stanley Warner.

RKO Radio Ending Sales Meets in S.F.

SAN FRANCISCO, July 11.—RKO's fourth regional sales meeting, for the Western Division and the remainder of the Rocky Mountain area branches, will begin here tomorrow at the St. Francis Hotel. Charles Boasberg, general sales manager, will preside at the two-day conference, and J. R. Grainger, president of RKO Radio Pictures, will address the sales staff. Edward L. Walton, executive assistant to the president, also will speak.

J. H. MacIntyre, Western division sales manager, and A. L. Kolitz, Rocky Mountain district manager, will be present with the following branch managers: Seymour Borde, Los Angeles; Joe C. Emerson, San Francisco; Richard H. Lange, Portland; Eddy A. Lamb, Seattle; Giff Davison, Salt Lake City, and Marvin Goldfarb, Denver.

The schedule for the two-day session will follow the pattern of the recent regional meetings held in New York, Chicago and New Orleans.

Reade Personnel in Drive for President

The home office and managerial staffs of the Walter Reade Theatres will honor their president, Walter Reade, Jr., with a five-week "President's Month Drive" from Aug. 5 through Sept. 8, the circuit announced.

Designed to honor Reade by increasing grosses and nets during the summer period, the drive will carry a minimum of $2,500 in weekly and series prizes for the managers of the nearly 40 competing drive-in and conventional theatres in the independent circuit.

'Cinerama' Patrons Get Special Train

BOSTON, July 11.—The management of the Boston Theatre where "This Is Cinerama" is in its 28th week, has tied in with the New Haven Railroad for a special excursion train next Sunday to carry patrons to Boston for the 5:30 performance. The train will pick up passengers at Providence, Pawtucket, Attleboro and Route 128 to Boston and will return them to their respective towns after the performance.

Tradewise . . .

(*Continued from page* 1)

exhibitors from every corner of the land at national theatre owners' conventions at which he is a regular visitor, the impression is that no man could have made so many friends in only 35 years.

Our own congratulations on Filmack's anniversary may leave but small impress among the huge volume it and Irving are certain to receive, but they are warm and sincere wishes, nevertheless, for a bright and prosperous future for the young company and its energetic, always good-natured captain.

TV Set Production Down in 21 Weeks

WASHINGTON, July 11.—Television set production during the first 21 weeks of this year was almost one-third below the comparable 1953 period, according to the Radio-Electronics-Television Manufacturers Association.

The association said 2,301,005 sets were produced during the 1954 period, compared with 3,309,757 sets in the like 1953 weeks. May output of television sets was put at 396,287 units compared with 481,936 sets last May. RETMA blamed the May drop largely on a strike in one large plant.

Of the total 2,301,005 sets produced during the first 21 weeks of this year, 7,713 sets were color sets and 537,052 units included UHF tuning facilities. Of the 7,713 color sets produced, just under 3,000 were produced in May.

Disney, Daiei Extend Contract for Japan

HOLLYWOOD, July 11.—Roy Disney, president of Walt Disney Productions, and Masaichi Nagata, head of Daiei Co., Japan, have signed a deal extending for two years the distribution contract covering distribution of Disney product in Japan, where Daiei distributes Disney films jointly with RKO.

'Brides' Premiere In Houston Thursday

M-G-M will hold the world premiere of "Seven Brides for Seven Brothers" at Loew's State, Houston, on Thursday with producer Jack Cummings and five of the seven "brides" in the picture on hand to celebrate the occasion.

Cummings will arrive in Houston tomorrow from Hollywood while the five girls—Ruta Lee, Betty Carr, Virginia Gibson, Julie Newmeyer, and Norma Doggett—arrived yesterday in the Texas city to begin a round of publicity and exploitation activities to herald the event.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

THEY ALL AGREE! MARLON BRANDO ON THE WATERFRONT IS THE GREATEST!

“‘On the Waterfront’ is an important, exciting picture, beautifully written, directed and acted.”

Samuel Goldwyn

“‘On the Waterfront’ is the most exciting thing I have ever seen on film outside of the newsreels. Marlon Brando is just great.”

Tex McCrary

“‘On the Waterfront’ is a powerful assault on your emotions from your heart to your head.”

Jerry Wald

“Marlon Brando can have my Oscar vote for one of the most compelling performances in many a year. He surpasses ‘Streetcar’.”

Frank Farrell

“‘On the Waterfront’ boils with excitement. Brando, Cobb and Malden turn in the finest performances of their careers!”

Louis Sobol

“‘On the Waterfront’ with Marlon Brando should win a flock of Oscars!”

Jimmy Cannon

“The most gripping, startling, best movie I’ve seen in five or six years. I predict the Academy Award this year will be won by Marlon Brando.”

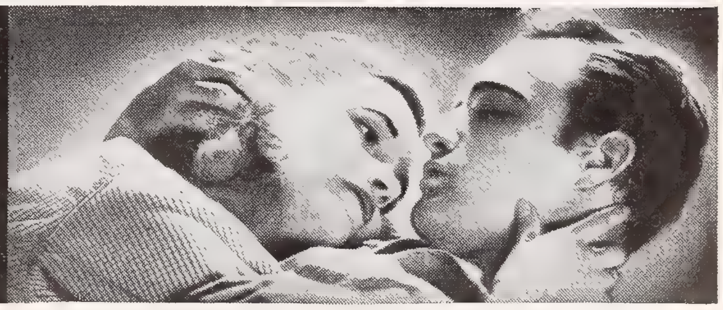
Dave Garroway

“Marlon Brando gives a prize-winning performance in ‘On the Waterfront.’”

Leonard Lyons

COLUMBIA
PICTURES
presents

MARLON
BRANDO



On The Waterfront

AN ELIA KAZAN PRODUCTION

co-starring **KARL MALDEN** · **LEE J. COBB** · with ROD STEIGER · PAT HENNING · and introducing **EVA MARIE SAINT**

Produced by **SAM SPIEGEL** · Screen Play by BUDD SCHULBERG · Music by LEONARD BERNSTEIN · Directed by ELIA KAZAN

A HORIZON PICTURE

Britain Has More Dollars But Wants New US Film Pact

LONDON, July 11.—In spite of Britain's improved dollar reserve position there is not likely to be any radical change in the form and terms of the Anglo-American film remittance agreement which is scheduled for renegotiation Sept. 22 in Washington.

This view was expressed by a Board of Trade spokesman in reply to press questions that American reports suggested that Britain might agree to allow full convertibility. The spokesman said that the Americans might well be expected to ask that as our position has improved, there was surely no need to continue the pact. He likened the situation to "that of a sick man taking medicine—the medicine had done us a bit of good, but we had still to go on taking it for a while. There was always the risk of a sudden relapse. We shall fight for the agreement as we have done before," he said.

Cites Economy of Production

In reply to further questions about the likelihood of Americans slowing down on production here, he said, even without the agreement there would still be incentives for American production in Britain. Not only was it cheaper to produce here but they are assured of Eady money through the quota regulations.

The spokesman confirmed that American companies have been able to absorb their earnings which cannot be remitted by the permitted uses in the agreement.

Figures, in sterling, of the gross dollar expenditure on American films shown in the United Kingdom in the years 1950-53, were revealed in the House of Commons last week as: 1950, £6,900,000; 1951, £8,730,000; 1952, £8,630,000; 1953, £8,100,000.

Figures Not All-Inclusive

These figures included royalties, import costs of exposed but not unexposed films, the cost of bills, posters and other materials, but excluded profits and payments into unremittable accounts under the Anglo-American film agreement.

Fox Personally to Produce 'Titan'

Matthew Fox, who recently purchased the film rights to the Book-Of-The-Month Club selection "The Fall of a Titan," will personally supervise production of the picture which is scheduled to go before the cameras within the next six months.

To be filmed in color by Technicolor, the picture is expected to be ready for release late in 1955, according to Basil Estreich, executive assistant to Fox, who conducted the negotiations for the film rights.

"The Fall of a Titan" was written by Igor Gouzenko, the former Russian code clerk who exposed a Soviet atom spy ring in Canada nine years ago and has lived in hiding ever since.

Deliquency Film Booked

The juvenile delinquency film featurette, "Glass Houses," has been booked into five Stanley Warner Theatres in Pennsylvania and New Jersey, the distributor, Noel Meadow, announced.

Review

"Return From the Sea"

(Allied Artists)

WITH the cooperation of the United States Navy, Allied Artists has an interesting picture here, bolstered, too, by Neville Brand's performance in a rugged role.

In it the convict-leader of "Riot in Cell Block 11" adds to his acting-stature in portraying convincingly a 22-year veteran of the Navy whose experiences, at sea and ashore, make up the story by Jacland Marmur and script by George Waggner. He has Jan Sterling, a drawing name, opposite him, and he is given effective acting support by John Doucette, Lloyd Corrigan and Paul Langton, particularly, with Alvy Moore supplying expert, though brief, comedy relief. The picture is beneficiary of Navy cooperation and stock footage that would have served a stronger story adequately and adds greatly to the box office potentialities of this one.

Following a briskly exciting first sequence in which a landing party sent ashore on Korea blows up a bridge and escapes without loss, the picture settles down to a leisurely story of Chief Petty Officer Maclish (Brand) and the girl he meets at a San Diego bar (Miss Sterling) after drinking himself into a stupor under the expert offices of the proprietor (Corrigan). She and Doucette, brother of her dead husband, take good care of Maclish, and before his shore leave is over he has fallen in love with her and they set out to save up money to buy a home. Next time out he gets shot up in an action off Korea, the top melodramatic spot in the film, and comes home, a hero, to claim Miss Sterling's hand, receive the official recognition of the Navy for his gallantry, and to retire to permanent shore duty.

It is not a tremendously dramatic story, having no heavy and sticking more closely to probability than most, but it is played by the cast, and directed by Lesley Selander, in a way to make the most of every asset it's got.

Scott R. Dunlap produced.

Running time, 80 minutes. General audience classification. For release July 25.

N.E. Tents Prepare For 'Jimmy' Drives

BOSTON, July 11.—Theodore Fleisher, general chairman of the 1954 "Jimmy Fund Drive," is holding Connecticut and Maine luncheon meetings to spearhead the local campaigns. The remaining four New England state luncheons will follow shortly.

Fleischer and Bill Koster, executive director of the Variety Club of New England, journeyed to New Haven last week to sit in with Connecticut chairman Harry Feinstein, Warner Brother's New Haven manager. On Wednesday, Fleisher, Koster, Arthur Lockwood, president of the Children's Cancer Research Foundation, and Benn Rosenwald, M-G-M manager will drive to Augusta, Me., to meet the two Maine co-chairmen, Ralph Tully and Connie Russell, Sr., and meet with the theatre owners and manager, will drive to Augusta, Me., will be made to procure a 100 per cent theatre collection from the theatres of that state.

M-G-M Purchases Plaza in Capetown

The Plaza Theatre, Capetown, South Africa, has been purchased from Schlesinger interests and is being operated as an M-G-M showcase, it was announced by Morton A. Spring, first vice-president of Loew's International Corp.

The theatre, which seats 1,748, is already being improved to meet the M-G-M standards. Panoramic screen and Perspecta stereophonic sound equipment are being installed. As soon as government regulations permit, CinemaScope equipment will also be installed.

The Plaza, which will soon be renamed the Metro, is the third M-G-M theatre in South Africa. The other two are the Metro Theatres in Johannesburg and Durban. Acquisition of the Plaza Theatre brings the number of M-G-M theatres abroad to 41.

Heavy Col. Campaign For 'Long Gray Line'

Columbia Pictures has announced the release of a feature production seven months in advance and has begun its advertising campaign at the same time. The feature in question is the John Ford CinemaScope production, "The Long Gray Line," a story of West Point. In a letter sent to key exhibitors throughout the country, A. Montague, Columbia's general sales manager, has requested that the advertising campaign begin immediately on the February release.

The picture, with color in Technicolor and starring Tyrone Power and Maureen O'Hara, tells the story of Marty Maher, who for over 50 years was an athletic instructor at the "Point." Much of the film was made on location at the Military Academy on the Hudson.

VV Demonstrations Start in Latin Amer.

Demonstrations of VistaVision in Latin America will begin this week, with Frank LaGrande, Paramount home office technical engineer and supervisor of the demonstrations scheduled to leave New York tomorrow for Mexico City, where the new production and screen presentation process will be shown Thursday.

The second Latin American demonstration of VistaVision will be held July 20 in Havana. This will be followed by one in Caracas, Venezuela, July 23; in Sao Paulo, Brazil, July 30, and in Lima, Peru, August 3.

Space Expert to Disney

HOLLYWOOD, July 11.—Walt Disney has signed Dr. Hans Haber, ranking high-altitude and space-flight authority, to serve as technical consultant on space medicine for his Disneyland series which makes its debut Wednesday, Oct. 27, over the ABC Television Network.

Plan Demonstrations Of Perspecta Sound In Exchange Cities

Following the naming of the Bishop and Green Corp., of New York, as distributors of Perspecta sound integrators, the company has announced that demonstrations for exhibitors will be held in various exchange cities of the nation.

H. A. Goldstein, Bishop and Green president, said the demonstrations will employ a film consisting of footage from a number of pictures recorded optically with Perspecta sound frequencies. The company recently installed Perspecta equipment in theatres of the Interstate Circuit at Ft. Worth, Dallas, San Antonio and Austin, Tex.

The equipment distributed by Bishop and Green will be manufactured under license from Perspecta at Stamford, Conn., Camden, N. J., and Houston, Tex.

TV Station, Circuit Exchange 'Trailers'

DAYTON, O., July 11.—WLW-D, the Dayton outlet of the Crosley Broadcasting Corp., and RKO have completed an agreement, whereby three RKO theatres in Dayton will show a WLW-D trailer after each feature film throughout the day. In return, the Gem City television station will give RKO spots on WLW-D each day, plugging the current pictures running in Dayton.

Hirshfeld Joins IFE Publicity Staff

The addition of Burt Hirshfeld to the publicity staff of I.F.E. Releasing Corp. was announced at the weekend by Jonas Rosenfield, Jr., vice-president in charge of advertising, exploitation and publicity.

Hirshfeld, formerly a feature writer for Universal-International, will replace Johanna Grant who has resigned to finalize plans for a new public relations venture, details of which will be announced next month.

Hochfeld Re-Named President of SPG

The membership of the Screen Publicists Guild (CIO) here reelected Harry Hochfeld, 20th Century-Fox, to a second two-year term as president of the organization. As additional results of the balloting, Hal Siegel, Warner Brothers, was named vice-president and Martin Blau, Columbia, was chosen secretary. Ben L. Berman was retained by the Guild as organizer.

'Valley' Here July 29

M-G-M's "Valley of the Kings," filmed in Egypt in color, will open at the Plaza Theatre here on July 29. The world premiere of "Valley of the Kings" will take place at the Metro Theatre in Cairo, Egypt, on July 21.

Screen Test to Winner

HOLLYWOOD, July 11.—Filmakers Productions will give a screen test to the winner of the second annual National College Queen contest to be selected in Asbury Park, N. J., in September.

In the THEATRE Equipment *& Refreshment* World . . .

. . *with RAY GALLO*

THE Fairchild Recording Equipment Co., Whitestone, N. Y., has announced a new model of the Perspecta Sound "Integrator" with the standard "Integrator" and power supply mounted on a vertical chassis of the recessed type. Designated Model 315C, the new unit is designed for mounting in theatres where horizontal booth space is at a premium. The unit is made for normal rack mounting and features easy accessibility to all components for installation as well as service. All under-chassis wiring may be reached by removal of the front panel. Shipments of the new model are already being made, according to Sherman M. Fairchild, company head.

•

For large theatre operations Manley, Inc., Kansas City, Mo., has developed a new model of its "Super Stadium" popcorn machine featuring an enclosed top. The new design is to "enable operators to take advantage of the extra merchandising possibilities afforded by a closed-type machine." The top has flashy red corners to attract customer attention and lights from the top "reflect on the fully-enclosed mound of corn in the case to show it off to its best advantage."

•

Charles H. Brinkmann has been appointed vice-president in charge of sales of the Rowe Manufacturing Co., New York, makers of coin-operated equipment for the vending of a great variety of products. He was formerly assistant sales manager, his post since 1950. The appointment was announced by Robert Z. Greene, president of both the company and its parent body, the Rowe Corporation, who also reported that Rowe is currently expanding its nationwide sales organization with additional offices and personnel. The expansion will mean "better service for our customers throughout the country," Greene said.

C. H. Brinkmann

•

Rollin K. Stonebrook, former theatre manager, has been named national manager of theatre sales for the Cole Products Corp., Chicago, manufacturers of beverage dispensing equipment. During his many years of association with theatre operation he was connected with Paramount, Loew's and Arthur M. Wirtz. Before joining Cole he was at the Northcenter and the Palace in Chicago, both of which have "ColeSpa" equipment, which includes a 6-drink dispenser combining carbonated and non-carbonated beverages.

Clearance

(*Continued from page* 1)

tributors, Warner Brothers Circuit Management Corp. and Stanley Co. of America. The suit charged a conspiracy to make the Bryn Mawr Theatre play films behind the Warner Theatre in the area. The District Court threw out the case, and was sustained by the Circuit Court.

In appealing the case to the Supreme Court, Harrison's attorneys said the trial court was in error in refusing to allow the Paramount decree as prima facie evidence of the unlawful motives of the distributors and in refusing to direct a verdict for Harrison on the basis of the Paramount decree and other evidence. Several cases on all sides of this point have been appealed to the high court recently, but the court has turned them all down.

The appeal also said the circuit ruling conflicted with the ruling of other circuit courts as to whether clearances growing out of a conspiracy must be held illegal, even if reasonable. The appeal brief declared the Third Circuit Court had held that even if clearances were imposed as part of the Paramount conspiracy, the distributors could still prove that they were reasonable and thereby avoid consequences. This rule, the brief said, directly conflicts with the Second Circuit Court's ruling in the J. J. Theatres case and with the Ninth Circuit Court's ruling in the Chorak case.

Makelim

(*Continued from page* 1)

right sale or an "equitable" percentage arrangement, Makelim stated. He stressed that it would not follow the pattern of the U. S. plan under which exhibitors sign for guaranteed playdates.

The first picture in the co-production deal will be based on a book which is reported to be popular in England titled "Solid, Said the Earl." The film title has been tentatively set as "G. I. in Ermine."

Reopen Guatemala

(*Continued from page* 1)

would undoubtedly be approved at a board meeting scheduled for tomorrow, the MPEA indicated.

The major 10 American film distributors suspended film shipments to the Latin America country in June, 1953, after the pro-Communist regime imposed additional taxation in a move to force the U. S. product out of the local market.

The junta, Guatemala's interim governing body, has eliminated the excise tax, according to reports received at MPEA offices here. The decision to resume immediate shipment of films is motivated by a determination on the part of U. S. companies to extend fullest cooperation to the new regime in its effort to restore pre-Red morale to Guatemala.

Injunction Could Halt Tax

(*Continued from page* 1)

take place in Supreme Court, Queens County, at 10:00 A.M. At that time the city attorneys must show cause why the law is not in violation of four respective city, state and Federal laws. They are:

¶ Section B32-5.0, of the Administrative Code of the City of New York.

¶ The New York State "enabling act," which empowers state municipalities of 25,000 and over to levy a tax on amusements of up to five per cent.

¶ The Constitution of the United States.

¶ The Constitution of the State of New York.

If the Supreme Court issues the temporary injunction, one of several possibilities may result, pending a trial. The most important of these is that the injunction could cease collection of the tax by motion picture houses in the city, Raftery spokesman reported. Among other possibilities, outlined by exhibitor attorneys, is one permitting the city time to amend the tax law in order to remove the alleged violations. Another would have exhibitors holding the collected tax money, while the injunction is in effect, "in trust," until termination of the restriction or a trial.

If the case goes to trial, industry spokesmen believe it will be an important "test case," which may set a precedent all over the country. While the five per cent tax law was being deliberated by the city, exhibitors and film industry union leaders warned that it would spread throughout the nation, with state municipalities using the New York City law as a precedent for imposing new levies.

The latest argument by exhibitors to the recently imposed tax is that they are required under one city law to do what another city law forbids. The admissions tax law, like the city sales tax measure, they argue, requires that the levy be passed on to the theatregoer, with the theatre acting merely as a collector for the city.

This, they assert, is in direct conflict with the administrative code that forbids a theatre to make any charge other than its stated admission fee, plus any Federal law.

In another development, Mayor Wagner on Friday signed an amendment to the tax law offering partial relief to the two motion picture houses in the city which have advance ticket sales.

The amendment exempts pre-sold tickets bought before July 1, and affects the Warner Theatre and the Radio City Music Hall. The tax was absorbed by the Radio City Music Hall on tickets sold prior to June 20 for performances after July 1, according to Russell V. Downing, general manager.

'Waterfront' Invited For Venice Festival

"On the Waterfront," Elia Kazen production starring Marlon Brando, has been requested for inclusion in the international competition of the 15th annual Venice Film Festival, which will open in the famous Italian city on Aug. 22 and will run for 16 days. The invitation was tendered to Sam Spiegel, producer, currently in Italy.

The film will have its world premiere engagement at the Astor Theatre later this month.

Break-Figure Pact Is Sought By U.K. Trade

LONDON, July 11.—A Board of Trade reminder that a statutory Eady levy will be introduced failing agreement on a voluntary scheme appears to have jolted the industry toward a settlement of the "break-figure" dispute.

Following two more meetings of the Four Trade Associations and a specially convened meeting of the Kinematograph Renters Society it has finally been decided that exhibitors and distributors should meet before an independent chairman, Cyril Salmon, Q. C. Although the preliminary meeting will decide only whether or not either side shall be represented by lawyers at subsequent hearings, both sides are expected to abide by the decision of the independent chairman.

Object to Attorneys

K. R. S. earlier agreed to a meeting before the independent chairman but objected to the C. E. A. retaining Sir Hartley Shawcross, Q. C. to present the exhibitors' case. The renters maintain that the conciliatory atmosphere of the meetings would be destroyed by the introduction of lawyers. There is no legal question involved, so why employ counsel, they ask.

It is understood, however, that the C. E. A. intends to have Sir Hartley Shawcross representing the Association at the preliminary meeting. The K. R. S. on the other hand will be represented by its own officers. No date has yet been fixed for the first hearing.

Meanwhile, progress has also been made between the exhibitors and producers over the sharing of the entertainments tax remission. Exhibitors complained that the producers' original memorandum did not contain sufficient information to justify their claim for a higher levy. Exhibitors are now determining what extra information they want and the Four Trade Associations met again last week to discuss this.

'Compulsory' Plan Ready

The Board of Trade reminder of the possibility of a statutory levy was issued at a press conference last week when a spokesman said:

"The president of the Board of Trade had stated that if there is no voluntary levy there will be a new statutory one. The Government is watching the present situation carefully and while it hopes the industry will reach a voluntary agreement to extend the present scheme beyond July 31, a draft of a compulsory scheme is ready, if necessary, to go before Parliament."

New Conn. Drive-in Opens on July 15

HARTFORD, July 11.—Connecticut's newest drive-in project, the East Hartford Family Drive-In, is being readied for a July 15 opening by South Windsor Realty Corp. headed by Abe Bronstein, Hartford.

Cost of construction is estimated over $125,000.

IN FEBRUARY 1955
COLUMBIA PICTURES
WILL PRESENT

TYRONE **POWER** · MAUREEN **O'HARA**

in JOHN FORD'S

THE LONG GRAY LINE

CINEMASCOPE
COLOR BY
TECHNICOLOR

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 76. NO. 8 NEW YORK, U. S. A., TUESDAY, JULY 13, 1954 TEN CENTS

Preparing Draft

Arbitration Group Starts Initial Parley

Sub-Committee in 5-Hour Meet; Again Tomorrow

First steps leading to the drafting of an industry arbitration system got under way here yesterday by the sub-committee composed of exhibitor and distributor representatives. While the actual drafting of proposed provisions of an initial blueprint was not undertaken, the group did explore the possible subjects for arbitration.

The committee recessed yesterday after more than five hours of con-

(*Continued on page* 4)

Arnall Asks Probe of MPEA by the FTC

In addition to asking the U. S. Department of State to make a complete study of the Motion Picture Export Association's pact with France, Ellis Arnall, president of the Society of Independent Motion Picture Producers, has similiarly requested the Federal Trade Commission to "investigate and determine" the MPEA's operations and basic authority in entering foreign trade agreements.

Releasing the contents of a letter to FTC chief counsel Bernard B. Smyth, the former Georgia governor requested that a thorough and complete investigation and determination be made by the FTC as to:

> **"The detail and involved operation of the MPEA and its basic authority under the law and trade policies of the U. S.**

(*Continued on page* 4)

Film Executives In Stock Sales: SEC

WASHINGTON, July 12.—Harold J. Mirisch sold 18,125 shares of Allied Artists common in May, according to a report yesterday to the Securities and Exchange Commission.

The stock was held through Kenilworth Investment Co. Mirisch still owns 28,240 shares through Kenilworth, 1,320 shares in his own name and 200 shares through Harry Mandell and Co.

Barney Balaban was reported sell-

(*Continued on page* 4)

Italian Reds Hit New U. S. Film Pact

ROME, July 12. — Communist members of Parliament on Saturday asked that the new film agreement with American companies be made more favorable to the Italian film industry than it is. The expressions came during debate on the government's new budget.

Communist Senator Egisto Cappellini asked that Parliament be informed as to how the frozen money of the American film companies here was used. Communists, he said, assume it was used to finance anti-Communist propaganda.

Judge Dismisses Suit Filed Against Majors

HOLLYWOOD, July 12.—Superior Judge Ellsworth Meyer dismissed the $51,750,000 damage suit against the major studios and their executives yesterday which was filed in 1952 by Anne Revere, Michael Wilson and 21 other plaintiffs who charged the studios deprived them of employment unlawfully after they had declined to answer questions asked by House Un-American Activities committee.

The court ruled, in 24-page opinion, that the defendants were within their rights, and quoted a Supreme Court decision sustaining this opinion. The jurist also ruled that plaintiff's bill lacked sufficient facts for cause of action, and dismissed the suit without leave to amend.

RANK CUTS U.S. PLAYING TIME

Two Circuits Said to Increase U.K. Films Quota from 30 to 35 Per Cent

By PETER BURNUP

LONDON, July 12.—Withdrawal of 20th Century-Fox films from the J. Arthur Rank Odeon and Gaumont-British circuits has resulted in a toughening of the Rank attitude towards Hollywood films generally.

Orders have been given, it is understood, to step up the circuit's official 30 per cent British film quota to 35 per cent in all Rank houses.

John Davis, managing director of the group, declares that in some of the theatres an even greater number of British pictures will be screened.

"British films are increasingly popular in every country in the world", says Davis. "Only in America is it still difficult to get a fair showing of them. We want to support our own producers and help them earn money".

It is reported that the Rank group found itself faced with a booking gap of up to 24 weeks in the current year following the 20th-Fox withdrawal. Other American companies had al-

(*Continued on page* 4)

RKO Radio Lists 70 Shorts for '54-55

SAN FRANCISCO, July 12.—RKO will release 44 one-reel and 26 two-reel short subjects during 1954-55, it was announced by Charles Boasberg, general sales manager, today at the opening session of the company's two-day Western sales meeting at the St. Francis Hotel here. Eighteen Walt Disney one-reelers will be in color by Technicolor, Boasberg added.

J. R. Grainger, president of RKO Radio Pictures, outlined RKO's future production plans. The RKO president just completed a series of conferences with Howard Hughes and C. J. Tevlin, vice-president in charge of studio operations. Grainger also discussed the release schedule of 12 pictures in color through March of 1955, which he announced at the Eastern-Canadian sales meeting in New York last week.

Edward L. Walton, executive as-

(*Continued on page* 4)

Mexican Film Strike Off Until July 23

MEXICO CITY, July 12.—A strike scheduled to start today against 1,200 Mexican theatres and against foreign and domestic distributors has been deferred until July 23. The walkout had been called by the National Cinematographic Industry Workers Union to force its demand for a 35 per cent wage increase, but the deferment was ordered by the Confederation of Mexican Labor, to which the union belongs.

The Confederation seeks a general 24 per cent wage increase and it hopes to win its demands during the strike abeyance period. The trade has hopes, too, that the labor trouble will be erased, probably with a wage hike of from 10 to 20 per cent before July 23.

"Rear Window"

[*Paramount*]

ALFRED HITCHCOCK's latest serving of murder, romance and intriguing camera work adds up to excellent entertainment. First rate performances from James Stewart, Grace Kelly, Wendell Corey, Thelma Ritter and Raymond Burr, plus inteliigent, humorous dialogue contribute a buoyancy which permeates the entire film. No matter how gruesome things become (and they can be pretty gruesome when a hacksaw murder is involved), there is waiting a light touch to relieve matters without diminishing suspense. "Rear Window" impresses this reviewer as being one of Hitchcock's best because it has much of the same sort of zing and originality typical of some of his earlier films. Part of this attraction is to be found in the way Hitchcock stretches plausibility and gets away with it, because it is done so colorfully.

Since the story is just as much a slice of life as it is a slice of murder, the picture starts at a leisurely pace. The camera tours the courtyard of a Greenwich Village apartment before it settles on Jefferies (James Stewart), a magazine photographer invalid with a broken leg. On the way it passes Miss Lonely Hearts (Judith Evelyn), a man-hungry female who spurns them when they do arrive; a young ballet dancer; a former bird-whistler and her husband who sleep on the balcony, a Miss Hearing Aid

(*Continued on page* 4)

RKO May Dispose Of 3 Coast Houses

Disposal of the Pantages and Hillside Theatres in Hollywood and the Golden Gate in San Francisco is under consideration by RKO Theatres. Sol Schwartz, president of the circuit, returned here from the Coast yesterday, it is reported, he discussed the sale of theatres with an interested group.

Personal Mention

LEONARD H. GOLDENSON, president of American Broadcasting-Paramount Theatres, will arrive here today from Europe aboard the Queen Elizabeth, accompanied by Mrs. Goldenson.

•

Harry Corlew, formerly with the Stanley-Warner Capitol Theatre, Willimantic, Conn., has been appointed assistant to Jack Sanson, manager of the S-W Strand Theatre in Hartford.

•

Jack Simons, former manager of Loew's Poli Theatre, Hartford, has been named manager of the Stanley-Warner Palace Theatre in South Norwalk, Conn.

•

George A. Smith, Paramount Western Division manager, was honored over the weekend at a Beverly Hills (Calif.), dinner celebrating his 65th birthday.

•

Jules Lapidus, Warner Brothers Eastern and Canadian division sales manager, will arrive in Cleveland today from here.

•

Colette Powers, secretary at Film Exchange Transfer Co., Boston, was married in Natick, Mass., on Saturday to George Davis.

•

Betty Pick, secretary to E. M. Loew, is recovering from automobile accident injuries at here home in Boston.

•

Riccardo Pontremoli, executive director of Italy's Thetis Films, arrived here over the weekend.

•

Bob Lynch, M-G-M's Philadelphia district manager, was here yesterday for home office conferences.

•

Irving Greenfield, Loew's attorney, will leave here today for Europe.

•

P. T. Dana, Universal's Eastern sales manager, left here yesterday for Cleveland and Pittsburgh.

•

Isaac Shapiro, director of films for France, arrived here over the weekend from London via BOAC Flying Scot.

•

Noel Langley, British playwright, has arrived in Hollywood from London.

•

H. M. Bessey, executive vice-president of Altec Service Corp., has left here for a tour of the Southern states.

•

Oscar Doob, M-G-M executive, is in Chicago from New York.

Gerald Geraghty Dies

HOLLYWOOD, July 12.—Services were held yesterday at Forest Lawn Cemetery for screenwriter Gerald Geraghty, 47, who died of a cerebral hemorrhage. Surviving are a widow, a son, a daughter, a brother, and two sisters.

Colo. Projectionist Is Poet Laureate

DENVER, July 12.—Milford E. Shields, projectionist at the Kiva Theatre, Durango, Colo., has been named poet laureate of the state of Colorado by Gov. Dan Thornton. Shields, who has had four books of poetry published, writes many of his verses in the projection booth, getting his ideas from the pictures' themes, from travelogues and newsreels.

McLendon, Tri-State Head, Dies in Dallas

DALLAS, July 12.—Jeff D. McLendon, theatre and radio station owner, and former criminal lawyer, died in a hospital her after a two-year illness. He was 77 years old.

McLendon attended the University of Georgia and its law school. In 1930 he founded the Tri-State Theatre circuit that opeartes 20 theatres in Texas, Oklahoma and Louisiana. He was board chairman at his death and also owned an interest in several radio stations.

Surviving are his widow, a son, Barton McLendon; two brothers, two grandchildren and four great-grandchildren.

Senate Group Passes Insurance Tax Bill

WASHINGTON, July 12.—The Senate Finance Committee approved without change the House-passed bill to extend Federal unemployment insurance taxes and coverage to firms which have four or more workers during 20 or more weeks of the year. Present law covers firms which have eight or more workers for 20 or more weeks of the year.

'The Beachcomber' Acquired by UA

"The Beachcomber," starring Robert Newton and Glynis Johns in the Technicolor film version of Somerset Maugham's story of the tropics, will be released by United Artists, president Arthur B. Krim announced.

It was written for the screen by Sydney Box, directed by Muriel Box and prroduced by William MacQuitty for London Independent Producers and the J. Arthur Rank Organization.

Mass. Drive-in Opens

BOSTON, July 12.—The newest drive-in of the E. M. Loew Theatres chain is set to open its gates in Burlington, Mass., on Thursday. Called the Route 128 Drive-in, it accommodates 1,000 cars and has John Ugolini as manager.

"Cowboy" Premiere

"The Cowboy", full-length color documentary film on the life of American cowboys, will have its New York premiere at The Baronet, Aug. 2.

Brewer Ticket Adds Travers for VP Slot

HOLLYWOOD, July 12.—IATSE presidential candidate Roy M. Brewer announced today that Pat Travers, business agent, Toronto Projectionists local, will be a candidate for the Canadian vice-presidency on the Brewer slate.

Brewer supporters who attended the dinner given last week by California, Arizona and Nevada IATSE delegates, returned to their homes over the weekend after expressing satisfaction with the outcome of the debate between Brewer and encumbent international president Richard Walsh. They said the debate lasted more than five hours.

Those who traveled West for the occasion were James V. Sipe, Russell Moss, William L. Bennett and Oscar E. Olson, all Brewer supporters. The press was excluded from the meeting and although the debate was recorded, no quotes were released for publication.

Cleveland Set for 'Obsession' Debut

CLEVELAND, July 12.—Universal-International's "Magnificent Obsession" will have its world premiere at the RKO Palace Theatre here, Thursday evening.

Motion picture critics and newsmen from 10 Ohio cities including Akron, Canton, Youngstown, Warren, Toledo, Columbus, Dayton, Cincinnati and Steubenville are scheduled to come to Cleveland for the ceremonies, which will be televised and broadcast.

In connection with the premiere, Mayor Anthony J. Celebreeze has proclaimed the seven day period beginning Thursday as "Magnificent Obsession Week" in Cleveland as part of the civic activities centering around the opening.

Included in U-I's advertising campaign for the picture will be a number of receptions for the film's stars, a comprehensive series of merchandising tieups involving Cleveland department stores and the launching of the new Decca album of the sound track of the picture.

100 to Attend Bow Of 'Living' in A.C.

ATLANTIC CITY, July 12.—Four bus loads of columnists, news writers, editors, radio and TV personalities will leave New York and Philadelphia Thursday morning for this seaside resort and the celebration of the world premiere of Paramount's "Living It Up."

Dean Martin and Jerry Lewis, the film's stars, will serve as hosts to the more than 100 attending newsmen from 18 cities across the country. Ten events are scheduled for the two-day program.

Joe Leffert, 49

HOLLYWOOD, July 12.—Funeral services will be held today for Joe Leffert, 49, veteran assistant director, who died of a heart attack Thursday. He leaves a widow, a son, two sisters and a father and mother.

Carolina Exhibitors Sign With Makelim

CHARLOTTE, N. C., July 12.—A number of Carolina exhibitors signed agreements with independent film producer Hal E. Makelim here today after he told them of his prodution plans calling for one film a month and the flat rental fee basis for each.

Makelim told the exhibitor group that they would not have to pay for the pictures until they had booked the top quality attractions for showing.

The independent producer said he would remain here an additional day because of the interest which was shown by the local theatremen. Makelim announced plans of leaving for Atlanta tomorrow.

Seven Films Start, Three Completed

HOLLYWOOD, July 12.—Seven pictures were started and three others completed last week.

Started were "Bowery to Bagdad" (AA); "End of the Affair" (Col.); "Unchanged" (Ind.); "Hell's Outpost" (Rep.); "Blue Horizons", VistaVision, Technicolor (Para.); "Air Rescue" and "Black Tuesday" (UA).

Completed were "Police Story" (AA); "Many Rivers to Cross" (M-G-M); "Five Bridges to Cross" (U-I).

Mass. Exhibitor Dies

BOSTON, July 12. — Abraham Mogul, 48, real estate and insurance broker who owned the Capitol Theatre, Malden, Mass., died at the weekend. Funeral services were held Sunday at the Congregation Ezrath Israel, Malden.

$45,000 for 'Apache'

"Apache," which opened Friday at the Mayfair, piled up $25,000 in three days; the anticipated gross for the first week is $45,000, the theatre stated. The figure was 15 per cent higher than a comparable period for "High Noon" at the same theatre, it was said.

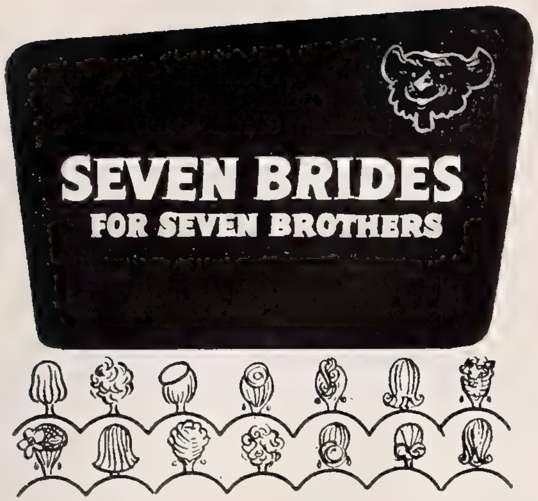
NEW YORK THEATRES

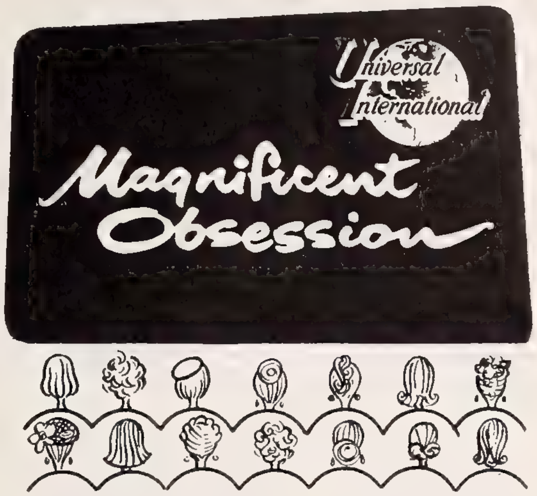
RADIO CITY MUSIC HALL
Rockefeller Center
"THE STUDENT PRINCE"
In CinemaScope starring
Ann BLYTH • Edmund PURDOM
and the Singing Voice of MARIO LANZA
Color by ANSCO An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

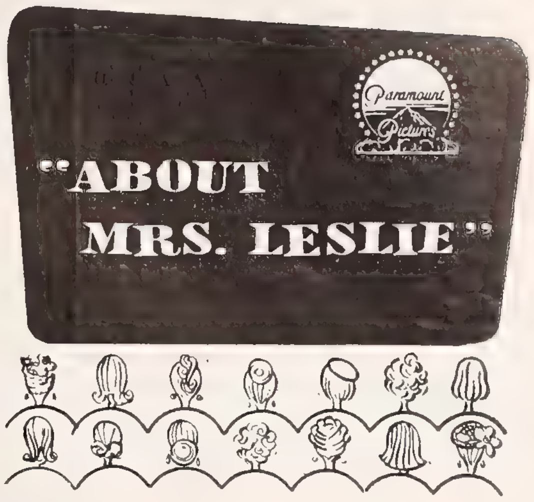
WARNER BROS present WILLIAM A. WELLMAN'S
THE HIGH AND THE MIGHTY
CINEMASCOPE AND WARNERCOLOR
starring
JOHN WAYNE - CLAIRE TREVOR - LARAINE DAY - ROBERT STACK
JAN STERLING - PHIL HARRIS - ROBERT NEWTON - DAVID BRIAN
A WAYNE-FELLOWS PRODUCTION
PARAMOUNT
TIMES SQUARE

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

In August TRUE STORY


SEVEN BRIDES
FOR SEVEN BROTHERS


Universal International
Magnificent Obsession


Paramount Pictures
"ABOUT MRS. LESLIE"

these major productions of 3 Leading Studios will be Pre-Sold to

4,000,000 WOMEN

True Story
True Story
True Story

They're *young* women (average age: only 28)—box-office regulars, the movie "opinion leaders" whose enthusiastic word-of-mouth advertising ushers millions down the aisles.

They're emotional women—they seek out "*personal*" stories, enjoy "good cries," and hearty laughter!

They're the wage-earner readers of TRUE STORY magazine, 4,000,000 strong, and quick to thrill to a tale well told.

Yes, M-G-M, Paramount, and U-I are right to pre-sell their great pictures to this huge audience in the magazine they turn to first for entertainment—TRUE STORY.

True Story
NEW!

A TRUE STORY DOUBLE FEATURE. 1,500,000 *men* read TRUE STORY, too. That's *more* box-office potential!

STORIES WOMEN LOVE ADVERTISED IN THE MAGAZINE MOVIE-MINDED *WOMEN* READ

Rank

(Continued from page 1)

ready filled their renting-books.

The gap was filled partly with increased booking of British films; partly with French films which hitherto would not have stood a chance of a Rank booking. One of the latter—"Wages of Fear"—has gone round the Odeon circuit with immense success.

With an eye obviously on the impending Anglo-American monetary agreement talks in Washington in September, Davis returns to his earlier plaint of unfair discrimination against British films in the U. S.

Speech Misunderstanding

"You take out of Britain at least $22 millions a year", he tells America. "Yet the results of our films in America are still disappointing. We are even told the accents of our players are not understood by Americans, but Hollywood is using the same British actors and actresses we use in our films with no special voice training".

Joan Greenwood, Peter Finch and Peter Ustinov are cited as among the latest British stars to go to Hollywood for film-making.

RKO Radio

(Continued from page 1)

sistant to the president, and Perry Lieber, national head of advertising, publicity and exploitation, are attending also.

In addition to the 18 Disney Technicolor cartoons, the shorts schedule, as prepared by Sidney Kramer, short subjects sales manager, lists 13 Sportscopes and 13 Screenliners, both one-reelers, from RKO Pathe. Two-reel subjects from Pathe include eight specials, one "Football Highlights" and one "Basketball Highlights." RKO Radio will re-release the following two-reel subjects: six Leon Errol, six Edgar Kennedy, two Ray Whitley and two My Pal.

Film Bows Tomorrow

The first feature in RKO's new releasing schedule, "Susan Slept Here," will have its world premiere in San Francisco, at the Golden Gate Theatre, on Wednesday.

Attending this fourth regional sales conference, for the Western division and the remainder of the Rocky Mountain branches, are J. H. MacIntyre, Western division sales manager, and A. L. Kolitz, Rocky Mountain district manager. Branch managers from the areas who are present are Seymour Borde, Los Angeles; Joe C. Emerson, San Francisco; Richard H. Lange, Portland; Eddy A. Lamb, Seattle; Giff Davison, Salt Lake City, and Marvin Goldfarb, Denver.

Marks 35th Anniversary

HARTFORD, July 12.—Hugh J. Campbell, manager of the Central Theatre, West Hartford, Conn., is marking his 35th year in the industry.

ALWAYS GOOD! LOOK TO FILMACK FOR THE FINEST ANNOUNCEMENT TRAILERS ALWAYS ON TIME!
1327 S. Wabash - Chicago, Ill. 630 Ninth Ave. - New York, N. Y.

HERE'S GOOD PRESS RELATIONS: EDITORIAL PROMOTES PICTURES

MEMPHIS, July 12.—When a newspaper gives its lead-off editorial to space advocating attendance of motion picture theatres, that's news. The Memphis Press-Scimitar expressed its sentiments in an editorial which was placed ahead of political and international comment.

Under the heading of "Let's Go to the Movies—Five Good Ones Downtown," the editorial stated:

All five of Memphis' downtown, first-run theatres are featuring first-rate films.

Loew's State has that screen classic, "Gone With the Wind," whose appeal has not diminished one whit in the 14 years since it was first presented. The Malco, with "Garden of Evil" filmed in Mexico, and Loew's Palace with "Three Coins in the Fountain" filmed in Italy, are offering magnificent CinemaScope views of the world we live in. The Strand is rocking with laughter inspired by Danny Kaye's antics in one of his best comedies, "Knock On Wood." And the Warner's long suit is excitement as passengers and crew of a crippled airliner face an uncertain fate in "The High and the Mighty."

Memphis' response to all these films has been such that, for the first time in recent memory, all five downtown theatres are holding their current attractions over for a second week.

Have you been to the movies lately? This is a good time to go.

3 American Films At Venice Festival

HOLLYWOOD, July 12.—Four films have been selected to represent the U. S. at next month's Venice Film Festival, with two of the four coming from Columbia Pictures.

"On the Waterfront," a Sam Spiegel production for Columbia release, has been added to the original trio of American pictures announced for the competition.

"The Caine Mutiny" is the other Columbia entry with M-G-M's "Executive Suite" and 20th Century-Fox's "Three Coins in the Fountain" rounding out the list.

Spiegel recently flew to Italy and personally showed "On the Waterfront" to festival authorities, who put it on the list of American films. Ordinarily, only three films are permitted to be entered by each nation.

'Victory at Sea' In Invitational Premier

More than 100 naval, military and civilian notables attended the invitational premiere of "Victory at Sea," the United Artists release, at the Trans-Lux 60th St. Theatre here last night.

The National Broadcasting Co. Film Division's production will have its New York premiere at the same house today.

Among the military men present at the invitational premiere were Fleet Admiral William F. Halsey, Admiral John J. Towers, Vice Admiral Laurence T. DuBose and Brig. Gen. David Sarnoff, chairman of the Radio Corporation of America.

Joining the notables at the premiere were some 200 enlisted members of the Navy stationed in the New York area.

"Rear Window"

(Continued from page 1)

and a pair of honeymooners. From his rear window across the way, Stewart studies these people through binoculars.

He observes a quarrel between the jewelry salesman (Raymond Burr) and his invalid wife, followed by several excursions of the husband with a suitcase, the wrapping of a saw and the sudden death of the bird-whistler's dog after it becomes too curious about the courtyard garden. Stewart concludes that the wife has been chopped up and buried in the flower bed. Lisa Fremont (Grace Kelly), a Park Avenue beauty who loves him, finds the murdered woman's wedding ring, the needed proof. The killer catches her signaling Stewart who has frantically phoned the police. Aware of his pursuer's whereabouts, Burr crosses over to his apartment. Unable to get out of his chair, Stewart flashes blinding red camera bulbs in Burr's face. Nevertheless, the murderer reaches Stewart, upsets his wheel chair and pushes the agonized victim out of the open window. His fall is broken by police below, sufficiently to save his life.

There are plenty of potent exploitation angles in addition to the stars' and producer-director's names. Accordingly, the box office prospects for this one are exceptionally bright and it should enjoy long and satisfying runs in theatres of every description.

Credit Hal Pereira with his theatrical looking set; it tightens the story, enclosing the action without smothering it. And of course there is always the Hitchcock-directed camera, never idle but constantly interested. John Michael Hayes wrote the screenplay from a story by Cornell Woolrich. Hitchcock produced as well as directed.

Running time, 112 minutes. General classification. For release in September.

R. G.

Arbitration

(Continued from page 1)

ferences and will resume discussions tomorrow. There appeared to be an indication that faster progress will be made in drawing up a plan than was first anticipated. While no date was set for the submission of a completed draft to the general arbitration committee, there was some hope expressed that it might be available by Aug. 1.

Submit to Government

If the formula is approved by the committee and the exhibitor organizations involved, it may be that the format can be submitted to the Department of Justice by early September.

Arnall

(Continued from page 1)

in entering private film agreements with foreign governments containing subsidy payments and thereby to arrogate unto itself the control, domination and monopolization of the American export film business.

"The terms, conditions and contents of the so-called MPEA-French film agreement, including covering letters, collateral and oral understandings, working arrangements and subsidy provisions as well as their legality or illegality and their propriety or impropriety."

Arnall, in a letter last week to Secretary of State John Foster Dulles, asked the State Department to make a study of the MPEA's agreement with France.

Eric A. Johnston, MPEA president, in a trade press conference last week, denied that that new two-year agreement with France includes a subsidy payment. "I do not consider any payments we have made a subsidy," Johnston said when questioned about the first Arnall letter. "We have made a settlement of all disputes outstanding," he said.

Stock Sales

(Continued from page 1)

ing 400 shares of Paramount Pictures common, dropping his holdings to 24,500 shares, while Austin C. Keough increased his holdings by 100 shares to 500. Harry Cohn sold his remaining 400 shares of Columbia Pictures preferred, while Jack L. Warner bought 3,100 shares of Warner Brothers Pictures common. His holdings now total 274,899 shares in his own name and 13,400 in trust accounts.

WANTED
An outstanding first-run
2 or 3 reel
short subject
to play with
The N. Y. Premiere Engagement of
"THE COWBOY"
Starting Monday, August 2nd
at The Baronet Theatre, N. Y. C.
Phone, write or wire:
JACK P. HARRIS,
Walter Reade Theatres,
701 Seventh Ave., N. Y. 36, N. Y.
Circle 5-5250

Latest COMPO Ad Aimed at Newsmen

Motion pictures are made for the people who read newspapers and for this reason they are newsworthy, says the 20th of the series of COMPO ads in the Editor & Publisher, which was published Saturday.

Suggesting to newspapermen that they attend the theatres if they "want to know what the people are thinking about," the ad points out that "movies are really made for the millions, for the people who follow the comics, who read your woman's page, who devour your sports pages, the people to whom you appeal for circulation."

They are made, the ad continues, "for the millions who must count the cost of their recreation, who need hours of economical relaxation to refuel and freshen up for the time they spend on the assembly line, at the desk, behind the counter, in the kitchen. Yes, and among the movies' patrons is the business man who finds relief from the day's anxieties in the darkened movie theatre."

The ad, which is directed primarily to newspapermen, says: "Just about 75 percent of your able-bodied readers go to the movies more than you do.

Eastman Eulogized By Adolph Zukor

ROCHESTER, N. Y., July 12.—The basic accomplishments of the late George Eastman were reviewed yesterday by Alodph Zukor, chairman of the board of Paramount Pictures, at the commemorative ceremony at the Eastman Theatre here.

Zukor, in his eulogy of Eastman, said that "Eastman's accomplishments are part of the daily lives of millions scattered all over the world. Like the truly great, he used his life to make the world a better, a more productive and a more enjoyable place to live in."

The ceremonies at the Eastman Theatres also inaugurated the George Eastman commemorative stamp honoring the late inventor's contributions to photography and motion pictures and his philanthropy to education, music and health.

Altec Starts Tooling For Perspecta Units

A. A. Word, Altec vice president in charge of manufacturing, announced today that tooling for the production of Perspecta Sound integrator units has been started in Beverly Hills.

It is expected that these units will be available to the theatres by early fall. Sales to theatres will be handled by the theatre supply companies.

James Hughes Retires

HARTFORD, July 12. — James Hughes, chief of the service staff at Loew's Poli Theatre here, has retired after 20 years with the first-run house. He was tendered a testimonial dinner by 100 friends and colleagues.

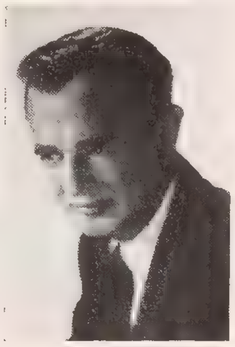
HOWARD E. STARK
Brokers and Financial Consultants
TELEVISION STATIONS
RADIO STATIONS
50 E. 58th St., N. Y. EL 5-0405
Specialists to Motion Picture Industry

Television--Radio

with Pinky Herman

THE telecast last May of the NBC-TV "Home" program direct from Gimbel's department store in Philadelphia proved so successful that the network will originate next Monday's program from the Jordan Marsh store in Boston. Incidentally, Arlene Francis, the series femcee, hails from Beantown, so she should feel right at "home." (ouch). . . . With nine radio programs a week plus four TV newscasts regularly, Bob Trout, who's been doing 11 o'clock news over CBS-TV on a temporary basis, will continue as a regular. Don't be surprised if the "CBSunday News Special" successor to the late Don Hollenbeck turns out to be Raymond (Gram) Swing. . . . One of the best produced summer replacement programs on video is "Stage Show," the Jimmy & Tommy Dorsey musicale, filling in for Jackie Gleason, CBSaturdays. This long-time aggregation can't miss copping a TV sponsor in the Fall.

☆ ☆ ☆



Max Liebman

Betty Hutton will be the first star in the new "Max Liebman Presents" series which will NBTee-off Sunday, Sept. 12. The program, originating at the new NBC-TV studios in Brooklyn (former Warner Bros. Vitaphone studios) will be seen twice a month on Sundays from 7:30-9:00 P.M. and alternate Saturdays in the same time slot formerly occupied by "Your Show of Shows." Incidentally producer-director Max Liebman completes a personal cycle having started as a child actor at this studio. . . . After a week in New York conferring with TV Programs of America on distribution, Norman Pincus, co-producer of "Ellery Queen" telefilm series, returned to Hollywood where latest chapter of the whodunit, "Death on a Field Trip," went before the cameras under the direction of Gerald Mayer. Hugh Marlowe stars in the series. . . . Charlie Peterson has a winner in the "Men About Town" quartet, the lads Bob Davis, Charles Grey, John Schmidt and Jack Paddock, doing a fine job on Arthur Godfrey's morning program after having won the Red Head's "Talent CBScouts" contest last week. . . . The Walt Framers became parents of their fifth child last Monday at St. Joseph's Hospital in Far Rockaway. Like the others in the family, the latest arrival has four letters in his name, Mory Benn. (Lesee now—Walt, his wife, Evvy, Jill, Gary, Ladd and June.)

☆ ☆ ☆

Sammy Kaye

Years ago ork pilot Sammy Kaye had an idea that millions of people nourished secret ambitions to lead a band. His "So You Want to Lead a Band" motif was a most successful novelty ever since in theatres, clubs, dance halls and radio, and comes Thursday, Aug. 5, Kaye will present his "S.Y.W.T.L.A.B." series TVia ABC and sponsored by Brillo. (Aside to Mitch Miller; Sammy Kaye's Columbia platter of "Lighthouse in the Harbor" is covered with stardust. Give a listen and don't thank us—just send a generous contribution to the Damon Runyon Cancer Fund.) . . . NBC-TV's so-called "Spectaculars" which will be produced in the Fall by Max Liebman and Leland Hayward, respectively, may have yet another dramatic segment produced by Tony Miner if and when sponsors for same are found. . . . Gary Stevens, back in New York to wind up his affairs and flies back to Hollywood next week where he starts on a major TV assignment.

☆ ☆ ☆

Prexy of Music of Distinction, Inc. and one of the pioneers in the tape recording field, John R. Andrew has set up a new company, Tapeway, Inc., which will record conventions, meetings, musicals and complete dramatic shows, etc. . . . George V. Denny w.k. radio moderator and his wife have officially launched their "Park-Beside-the-Pool" restaurant in West Cornwall, Conn. . . . Dorothy McGuire will make her TV debut Tuesday, July 20, on the U.S. Steel Hour's ABCast of "A Garden in the Sea," Michael Dyne's adaptation of Henry James' classic novel "The Aspern Papers." Miss McGuire rocketed to screen fame in "A Tree Grows in Brooklyn" and is currently co-starred in the 20th Century-Fox production "Three Coins in the Fountain." . . . Ballerina Mary Ellen Terry has been signed to appear in Florian ZaBach's new telefilm series.

Anglo-U. S. Meet on TV Films Suggested

LONDON, July 12.—The Hollywood Federation of Labor Films Council has told Tom O'Brien, head of Theatre & Kine Employees Union, that it is prepared to discuss the problems arising from its threatened boycott of British TV films.

He received a cable from Dolph Thomas stating: "Your telegram. We shall be happy to meet with you here concerning your problems during your visit. In any case will try to see you at Cincinnati during I.A.T.S.E. convention to arrange date".

O'Brien is scheduled to visit America at the end of this month, and will attend the International Alliance of Theatrical, Stage Employees annual convention starting Aug. 9.

Rules in Favor of Groton Drive-in

HARTFORD, July 12. — Superior Court Judge William J. Shea has denied an appeal from State Police Commissioner John C. Kelly's action in approving an application by the Groton Open Air Theatre, Inc., for permission to build a drive-in theatre at Groton, Conn.

At the same time, Judge Shea directed Kelly to grant permission for the theatre.

The appeal was filed by area residents who charged that presence of the drive-in project would result in a litter of papers in the area and an excess of carbon monoxide gas from automobiles in the air.

Every week-day is
walt FRAMER
"Top-rating" day!
STRIKE IT RICH
THE BIG PAYOFF
walt FRAMER
PRODUCTIONS
"AMERICA'S LEADING INDEPENDENT TV PRODUCER"
1150 AVENUE of the AMERICAS,
New York 36, N. Y. • OXford 7-3322

Columbia's

THE CAINE MUTINY

$71,519

AT THE RANDOLPH, PHILA.

IS THE GREATEST
FIRST WEEK GROSS EVER
RUNG UP BY ANY THEATRE
IN THAT CITY-
WITH ONE EXCEPTION*

* 'The Robe' did $431 more.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 76. NO. 9 NEW YORK, U. S. A., WEDNESDAY, JULY 14, 1954 TEN CENTS

Clearances Attacked

Hints New 'Jackson Park' Case by New Jersey Allied

Allied Theatre Owners of New Jersey may take legal action, if necessary, and possibly enlist the aid of the Department of Justice in order to end the unconscionable holdup of pictures and the shortage of prints," Wilbur Snaper, president of the unit, stated here yesterday.

The Jersey Allied unit additionally named a committee, Lee Newbury, Sidney Stern and Irving Dollinger, to plan campaigns whereby exhibitors will be able to have more films available to them and have more prints, Snaper said. "One of these campaigns may include going to the public for assistance in the same fashion as the campaign against taxes," he said.

Dollinger, the local unit's national director, will take these to the National Allied board meeting, Aug. 23-24, at White Sulphur Springs.

New Jersey Allied will "insist" on action, and is free thereafter to take its own action, Snaper stressed. He also stressed that "Legal steps are contemplated along the lines of the Jackson Park case."

This would mean a localized attack on clearance, to ease a situation which was the basis of the meeting in New York. It might be taken by the local unit, or because of better opportunity and depending on the force of precedence in law, might be taken elsewhere, Snaper commented.

"Our membership is very bitter," Snaper said. "Any benefits they might have gotten from the Congressional action, have been lost. The product

(*Continued on page 2*)

Cites Product Lag in Britain

By FRANCIS BACKILMAN

The American product shortage is currently being felt in Europe and Britain, according to Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, who returned here on the Queen Elizabeth yesterday after a one month tour of nine cities throughout the European continent.

L. Goldenson

During the trip, Goldenson conferred with European motion picture studio heads in an effort to stimulate the release of European made films in this country.

Although he didn't acquire any

(*Continued on page 4*)

"On the Waterfront"

(*Columbia*)

THE adjective "flawless" sometimes, although sparingly, is used to describe an outstanding production, but a careful dissection often will turn up a flaw here and there if a critic or patron wants to be fussy about it. But "On the Waterfront" comes about as close to fitting the adjective as is humanly possible. That goes for the acting, direction, screenplay and production quality. A delicate theme has been handled with equal deftness and, one might say, with great courage. A story about a labor union and its almost totalitarian power over its helpless members can be a touchy subject unless handled with kid gloves, as the saying goes.

Again Columbia has come up with a solid picture which has neither color nor new techniques. It can be played without "scopes" or multiple track sound.

The combination of Elia Kazan's direction, Marlon Brando, a stellar cast including newcomer Eva Marie Saint and a screenplay by Budd Schulberg, in itself, is drawing power.

One of the most impressive factors of the picture is its realism, the naturalness of the performances. It is an accomplishment in which Kazan excells. The picture was made in its entirety along with the New York and New Jersey waterfronts, tenement districts and the housetops of the tenements. These natural locales in the metropolitan area add to the realism of the picture. There are no phoney sets or backgrounds. Brando, as the tough errand

(*Continued on page 4*)

ALLIED ASSAILS FILM RENTAL POLICIES

Myers Cites Chances of Federal Control; Says Film Terms Consume U. S. Tax Saving

By J. A. OTTEN

WASHINGTON, July 13.—Allied States general counsel Abram F. Myers said today that he could not predict how long Allied would continue its belief that there should be no government regulation of the industry.

Abram F. Myers

Myers also charged that "in depriving the exhibitors of the benefits of the excise tax reduction bill the film companies not only are relegating them to the precarious state they occupied prior to the bill's enactment, but are thwarting the will of Congress."

In a bulletin given wide circulation in the industry Myers detailed recent exhibitor complaints of raised film rentals by distributors and said that

(*Continued on page 4*)

1,500 Hail C'Scope Advances at 20th's U.K. Demonstration

By PETER BURNUP

LONDON, July 13.—Nearly 1,500 industry executives, leading exhibitors, equipment manufacturers and others were on hand at the Carlton Theatre here today to witness 20th Century-Fox's demonstration of its improved new CinemaScope camera lens and stereophonic sound technique.

The unanimous and enthusiastic view of the audience appeared to be that the new lens represents an important advance in CinemaScope photography, especially in night and distance shots, and by way of eliminating screen edges which were present in some of the earliest CinemaScope projections.

A typical comment was that by Mark Sheckman, prominent exhibitor, who said: "CinemaScope's new look surpasses anything I have yet seen. The industry now looks forward confidently to an exciting and profitable future."

Exhibitors generally, however, are still not sold on the necessity of having stereophonic sound. Genuinely impressed by the demonstaration reel of the 20th-Fox studio symphony orches-

(*Continued on page 2*)

E & P Plan Rejected By COMPO Group

A proposal that individual distribution companies buy advertising space to run in conjunction with the 26th and final COMPO ad in "Editor & Publisher" was discussed and voted down by the COMPO press relations committee at a meeting at the Motion Picture Association of America offices here yesterday.

The proposal, advanced by Oscar Doob of M-G-M, was that individual

(*Continued on page 4*)

FTC AND STATE DEPT. OFFICIALS STUDY ARNALL'S MPEA COMPLAINT

WASHINGTON, July 13.—Officials of both the Federal Trade Commission and State Department said today they were studying the recent complaints lodged against the Motion Pictures Export Association by Ellis Arnall, president of the Society of Independent Motion Picture Producers.

Arnall has been up in arms over the agreement negotiated with the French government recently by MPEA president Eric A. Johnston.

State Department officials said they hoped to have some sort of reply ready for the former Georgia governor by the end of the week or early next week. They refused to indicate what it might say.

FTC officials pointed out that the commission has, on its own, been investigating the MPEA for "well over a year." They said the Arnall complaint is being studied now, and that the complaint could change the speed or the direction of the commission's own investigation, or could conceivably have no effect at all. They, too, indicated it would be a week or so before they would know.

Personal Mention

ARNOLD M. PICKER, vice-president of United Artists in charge of foreign distribution, left here yesterday for Mexico City.

•

ROBERT KREIER, 20th Century-Fox's managing director in Austria and Germany, and his wife will leave here today for Europe aboard the "Queen Elizabeth."

•

WILLIAM DOZIER, executive vice-president of Cornwall Productions, will leave New York today for Hollywood and Hawaii.

•

ABE OLMAN, head of M-G-M's music subsidiaries, will sail from New York today for Europe aboard the "America."

•

IRVING H. GREENFIELD, Loew attorney, will leave New York by plane today for Europe and Israel.

Ryder In Favor Of Media Uniformity

HOLLYWOOD, July 13.—Strongly in favor of a standardization of all film processes, Loren Ryder, Paramount's research head who recently returned from a five-week tour of Europe, said here today that he "will go a long way to bring it about."

Demonstrating Paramount's wide-screen VistaVision to European exhibitors, Ryder said that "standardization appeared relatively easy to achieve within a comparatively short time." J. Arthur Rank has adopted VistaVision for all of his theatres and pictures in England, he said.

The research head, in response to questions, stated that European theatres, large and small, can use VistaVision with little, if any, modification of present equipment.

Pointing out that the economy factor is especially prized by European theatremen, who are limited legally as well as economically in expenditures for modernization, Ryder said that showmen from all parts of the continent were uniformly enthusiastic about the Paramount medium. Asked how much this economic factor would amount to, per exhibitor, he said a fair estimate might be "equal to one year's profit."

Ryder revealed that field teams sent out from Kansas City in May to check U. S. theatres on their facilities for handling VistaVision have reported virtually total readiness for it. Where some small changes were recommended in projectors, lenses, etc., he said these would be equally advantageous to other pictures as well as VistaVision pictures.

Ryder also disclosed that between 60 and 70 per cent of American theatres where screens big enough for anamorphic print uses have been installed, exhibitors have had the foresight to buy taller screens than required for anamorphic prints so that VistaVision pictures can be accommodated without a physical change.

Film Shares Strong; New Highs Are Set

Motion picture shares continued in good demand on the New York Stock Exchange yesterday, several reaching new highs for the year.

On a turnover of 46,500 shares Loews gained ¼ to close at a new high of 16⅛. National Theatres also gained ¼ and set a new high at 7¾ on a turnover of 14,100. Twentieth Century-Fox gained a full point to close at 21¼, with 17,400 shares changing hands. Universal Pictures preferred also gained a point to set new high for the year of 71. Warners gained ⅜ to equal the high of 16⅝.

Stockholder-Hughes SEC Suit Dismissed

HOLLYWOOD, July 13.—Federal Judge Ben Harrison dismissed by stipulation the minority stockholder suit brought against Howard Hughes, RKO Radio Pictures and Ned E. Depinet on March 6, 1953, which charged violation of the S.E.C. Act.

Dismissal was without cost to either side, but does not bar counsel from seeking compensation for services rendered.

'Window' to Reopen Rivoli Here Aug. 4

Alfred Hitchcock's "Rear Window," Technicolor production starring James Stewart and Grace Kelly, will launch the fall season at the Rivoli Theatre here on Aug. 4 with a world premiere to benefit the American-Korean Foundation.

Hollywood and Broadway stars, radio and television personalities and civic and social leaders will be invited to the opening of this Paramount production.

'GWTW' 5th Trip Nears $1,000,000

"Gone With the Wind," in its fifth time around, has grossed close to $1,000,000 in its first 24 engagements, M-G-M reports. Of these engagements, 15 have been held over for a week or more, the longest being seven weeks.

In several of the new openings, such as in Philadelphia and Nashville, the picture has been found to top the original release in 1939. In New York alone, where the picture is in its seventh week at the Loew's State, it has grossed better than $325,000, the company said.

Columbia Dividend

Columbia Pictures announced that the board of directors at a meeting held yesterday declared a quarterly dividend of $1.06¼ per share on the $4.25 Cumulative preferred stock of the company, payable on Aug. 16 to stockholders of record Aug. 2.

AFL Film Council Supports Arnall In MPEA Disagreement

HOLLYWOOD, July 13.—The AFL Film Council unanimously voted today in favor of a resolution supporting SIMPP president Ellis Arnall's position with regard to the Motion Picture Export Association's pact with the French film industry.

The resolution, voted at a regular meeting of the Council, reads in part, "Whereas on July 2, the honorable Ellis Arnall wrote Secretary Dulles requesting a statement of policy from the State Department as to its approval or disapproval of the MPEA's action in granting a subsidy to French industry, which can adversely affect employment in the U. S. of motion picture craftsmen; and whereas on July 8, Arnall also requested the Federal Trade Commission to launch an investigation of the MPEA-French agreement; be it resolved that the AFL Film Council joins in request with Arnall for a thorough investigation by our government of the MPEA-French agreement and into other agreements containing subsidy provisions negotiated between American producers and other foreign governments, in order to ascertain propriety and legality of such agreements and practices."

National Theatres president Charles Skouras, conducting a general meeting of the Southern California division at the circuit's headquarters, said, "We have lots of faith in this business and as long as we continue to progress we have nothing to fear. Television is the worst competitor we have ever had in the history of the picture business, but we have also found the answer on how to get people to come out to our theatres." He credited stereophonic sound, CinemaScope and the miracle mirror screen for contributing a large part in producing the recent box office upsurge.

General manager Edwin F. Zabel, after distributing $34,000 in awards for the recently concluded "Eddie Zabel Inaugural" drive, announced the start of a "13-week-more dollars in 1954" campaign.

FPA Unveils Series Of New Color Films

At a special closed circuit demonstration in NBC's Colonial Theatre, attended by representatives of over fifty top ad agencies, labs, film suppliers, members of the association and representatives of the press, the Film Producers Association of New York, yesterday unveiled its new series of test TV color films.

The tests, made in cooperation with NBC's Color Corp. were shot and shown both in 35mm and 16mm, using a wide variety of commercial products and packages, many of which were supplied by the agencies themselves.

Irving Pichel Dies

HOLLYWOOD, July 13. — Film director Irving Pichel, who last week completed directing "Day of Triumph," a religious production for theatrical release, died at his home here of a heart attack today.

UK 'Scope

(*Continued from page* 1)

tra, one exhibitor nevertheless was heard to ask: "How often do we see a symphony orchestra in a film?"

The general impression left was that the demonstration was forceful evidence of 20th-Fox president Spyros Skouras's unshakable faith in his new medium. Also, most of those present remarked that in the demonstration reel, Darryl F. Zanuck, 20th-Fox production chief, read a sharp lesson to the trade not only in showmanship but also in motion picture salesmanship.

The Skouras - Zanuck enthusiasm clearly was contagious. Despite the stereophonic sound controversy, a great upsurge in CinemaScope installations, with or without stereophonic sound, can be counted on as one of the direct consequences of the demonstration.

Among those at the Carlton demonstration today were: J. Arthur Rank, John W. Davis, Sir Philip Warter, D. J. Goodlatte, Ernest Turnbull, Robert Clark, John Woolf, Marcel Hellman, many of Britain's leading exhibitors and most of the American distribution executives here.

N. J. Allied

(*Continued from page* 1)

shortage is intolerable because of the many pictures which are on the shelf. The holdup by Broadway has been very damaging. It and other holdups as well as the print shortage have completely destroyed very expensive advertising campaigns by the companies. There is no orderly system of clearance."

"And there are all sorts of excuses for the print shortages. I don't understand it. They say they cannot get the labs to turn out the prints. I realize it's complicated. But I have yet to hear anybody in distribution take any of our suggestions or any steps to stop this. I would like to ask this question: "is anything being done?"

Of the request, by telegram, from Ben Marcus of National Allied and Walter Reade, of TOA, to the companies to alleviate the print shortage, Snaper said:

"They spat in the exhibitor's eye."

He admitted receiving "letters from one or more companies, but insisted that was "all they ever do." He also pointed up the possibility of raising to the stockholders of the companies the "unwisdom" of company policies although short term gains are now apparent.

"There is no reason to believe we exhibitors will sit back and let them grab all this money."

Snaper emphasized the shortage of prints and the holdups were occurring in both standard and CinemaScope versions of pictures. He denied arbitration could help. "There is not one thing I have talked about that could be arbitrated," was his comment.

Mrs. Cappellano, 82

ALBANY, July 13.—Services were held at St. Teresa's Church for Mrs. Lucia Cappellano, 82, sister of the late Robert K. Vignola, motion picture director.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

This Is The Only Person Who Won't Know What's Going On!

FIREWORKS IN HOUSTON!

Special Advance Engagement—July 15th!

M-G-M's
"SEVEN BRIDES FOR SEVEN BROTHERS"
CINEMASCOPE
Color!

M-G-M presents in CinemaScope "SEVEN BRIDES FOR SEVEN BROTHERS" starring JANE POWELL • HOWARD KEEL with Jeff Richards • Russ Tamblyn Tommy Rall • Screen Play by Albert Hackett & Frances Goodrich and Dorothy Kingsley • Based on the Story "The Sobbin' Women" by Stephen Vincent Benet • Lyrics by Johnny Mercer • Music by Gene de Paul • Choreography by Michael Kidd • Color by Ansco • Directed by Stanley Donen • Produced by Jack Cummings.

(Choice of Sound: Magnetic Stereophonic, Perspecta Stereophonic or Optical 1-Channel.)

Hold on to your 10-gallon hats, Texas! They've never seen the like of M-G-M's promotion for its new fresh-as-a-daisy Color musical. In the newspapers. On TV. On Radio. On the billboards. Tie-ups. Fashion Shows. Personal appearances of five "Brides" from the picture with newspaper contest to select the other two locally. In Person: Howard Keel, star, Jack Cummings, producer and others. And more! More! More!

RIOT IN ROCHESTER!

Special Advance Engagement—July 16th!

M-G-M's
"VALLEY OF THE KINGS"
Color!

M-G-M presents "VALLEY OF THE KINGS" starring ROBERT TAYLOR • ELEANOR PARKER Carlos Thompson • with Kurt Kasznar • Victor Jory • and Samia Gamal • Written by Robert Pirosh and Karl Tunberg • Suggested by Historical Data in "Gods, Graves and Scholars" by C. W. Ceram Photographed in Eastman Color Print by Technicolor • Directed by Robert Pirosh.

(Choice of Sound: Perspecta Stereophonic or Optical 1-Channel.)

It's comparable to the excitement caused by the news of Egyptian discoveries. M-G-M is capitalizing on those headlines, promoting this great romantic Color adventure filmed on the Nile. Every promotional outlet used: newspapers, radio, TV, billposting, treasure hunts, ballyhoos, newspaper prize contests, Rochester-to-Cairo telephone interview newspaper tie-up and lots of other stunts!

Film Rental Policies Assailed by Allied's Myers

(*Continued from page* 1)

the danger of government regulation, growing out of these trade practices, "is here regardless of what course Allied may elect to pursue."

Myers declare that he was not "harboring a threat" so far as government regulation was concerned. "We all know," he said, "that there are persons of substance and influence both within and outside of Allied who sincerely believe that nothing short of government regulation can save the motion picture business. But such regulation, if it comes, will more likely be imposed by the government."

The government might step in, Myers went on, in order to preserve the industry as a communications and cultural medium; in order to protect the heavy investments in the industry, and especially in theatres; and in order to prevent the widespread unemployment that would result from the industry's collapse.

It was for these reasons that the government regulated industries such as railroads, shipping, agriculture, securities, electric power, radio and television, Myers pointed out.

"No one can predict what the action of Congress will be," he said, "if it becomes necessary to follow Col. Cole's suggestion that the facts regarding the confiscation by the film companies of the exhibitors' rightful share of the tax benefits be submitted to the House Ways and Means Committee and the Senate Finance Committee."

Fair Play Asked

Myers declared that "the mounting crisis in the motion picture business calls for fair-minded consideration and prompt action for the moderation of selling policies and practices by the executive heads of the film companies—not merely the sales heads, but the presidents, also.

He referred to complaints received some time ago by Col. H. A. Cole of the tax committee of the Council of Motion Picture Organizations, who said he had learned from exhibitors that "the benefits of his labors in their behalf were being drained off by the film companies in the form of increased film rentals." Allied then conducted a survey, Myers continued and recetly a committee met to consider the subject.

Allied's committee found no evidence to support a charge that the film companies had formally agreed among themselves "that by manipulation of their pricing practices they would appropriate to themselves all or an unfair portion of the benefits of the tax bill," Myers said. "There is not even complete uniformity among the several companies in the practices employed; nor are the practices employed the same as to all pictures or classes of pictures."

The pattern of uniformity among the companies is not in their methods, Myers continued, "but in the uniformity of the results obtained."

Allied's committee believes that the practices complained or are too serious and too widespread for adjustment on a case-by-case basis, Myers said. "The condition can be effectively remedied only by a sweeping revision of sales policies and practices," he declared, "and it is on that basis that the committee hopes to enlist the sympathetic interest and cooperation of the heads of the film companies."

The bulletin listed four objectionable practices.

Rentals Too High

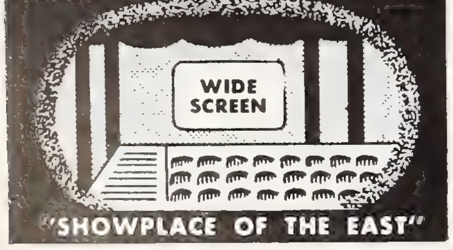
It charged that certain distributors have stopped the practice of granting exhibitors an adjustment of the stipulated film rental at the conclusion of an engagement. "It was in reliance on promises of adjustment (known in the trade as a 'look') that exhibitors for many years have been induced to sign contracts calling for higher film rentals than they could possibly afford to pay," Myers said. This practice was followed for so long a time, he explained, that "it became an established trade custom and was implicit in every film deal" whether or not it was in the contract. About the time of the enactment of the tax bill, Myers said, certain companies began notifying exhibitors that the contract prices would hold and that there would be no "look."

As a second area of complaint Myers declared that under current percentage film rental practices exhibitors have been unable to keep the increase in gross receipts created by the admissions tax reduction. The increased receipts elevate a picture into a higher percentage bracket in the scale, he explained, which reverts to the first dollar. "The film companies have refused to readjust their scales by raising the ceilings so as to allow for increased grosses resulting from tax revision and not due to the unusual drawing power of the pictures."

Myers also charged that the minimum percentage terms in percentage contracts, "already too high for most exhibitors," have been further increased, so that exhibitors must now pay more for pictures that do not gross beyond the lowest percentage bracket.

As a final complaint Myers declared that there are indications that pictures which would formerly have been placed in the lower brackets are now placed in the top categories.

PREVIEW SCREENINGS



- Three Channel interlock projection
- 17½mm & 35mm tape interlock
- 16mm interlock projection

CUTTING & EDITING ROOMS AVAILABLE
MOVIELAB THEATRE SERVICE, INC.
619 W 54th St., N. Y. 19, N. Y. • JUdson 6-0367

COMPO Group

(*Continued from page* 1)

companies advertise forthcoming product to impress upon editors and publishers that pictures are good; the ads to run in association with the final COMPO ad on Aug. 14.

Golden Heads MPAA Ad-Pub Committee

Gil Golden, advertising manager of Warner Brothers Pictures, was named chairman of the Motion Picture Association of America's advertising and publicity directors committee at a meeting yesterday at the MPAA offices here. The post is filled for a six month term on a company rotation basis.

Golden succeeds Steve Edwards, director of advertising and publicity for Republic Pictures, who served as chairman since December, 1953.

"On the Waterfront"

(*Continued from page* 1)

boy for the waterfront mobsters, is at his best. Sometimes it is difficult to realize that he and the other characters are acting and reciting memorized lines. The performances are so natural that the viewer gets the impression that the picture was shot with a "candid camera" without the players knowing hey were being photographed or their voices being recorded.

Each player gives such a capable performance that it seems unfair to praise one without paying tribute to the others, but that is prevented by space limitations. Therefore, because of their importance to the theme, it becomes necessary to mention, aside from Brando and Miss Saint, the role of Karl Malden as the parish priest who seeks to bring justice to the waterfront and that of Lee J. Cobb as the ruthless union boss. And, in his own way, Malden is just as tough as Cobb.

Schulberg has written an absorbing screenplay, sometimes terrifying, sometimes tender, but never losing pace from the opening shot. Although based on an original story by Schulberg, the narrative was suggested by Pulitzer Prize winning articles by Malcolm Johnson.

It is the story of a waterfront union whose boss and henchmen have control of the docks in the palms of their bloody fists. When a member strays from the fold or is inclined to talk to the Crime Commission, he is liquidated through convenient "accidents." Brando, as the kid brother of one of the musclemen, is the more-or-less innocent accomplice in the demise of one of the rebel longshoremen. The victim is the brother of Miss Saint who, with the help of the priest, seeks to expose the murderers. Through a series of dramatic incidents, during which Brando and Miss Saint fall in love, the union's power is broken and the workers are free to set up an honest organization of their own.

The musical background by Leonard Bernstein also contributes to the impact and appeal of the production, while Boris Kaufman's photography deserves high praise. Sam Spiegel produced.

Others important in the cast are Rod Steiger, Pat Henning, Leif Erickson, James Westerfield, Tony Galento, Tami Mauriello, John Hamilton, John Heldabrand, Rudy Bond, Don Blackman, Arthur Keagan and Abe Simon.

Running time, 108 minutes. General classification. For August release.

AL STEEN

Goldenson

(*Continued from page* 1)

product in Europe, Goldenson said he did lay a firm foundation for the future in that direction. He stopped in London, Stockholm, Copenhagen, Berlin, Munich, Frankfurt, Dusseldorf, Eindhoven and Paris.

After conferring with J. Arthur Rank, British industry leader, in London, Goldenson learned that a product shortage is now being felt in the British Isles. He explained that the situation stems from the U. S. product situation because approximately 65 to 70 per cent of the English market consists of American product, the other 30 per cent coming from British and other European sources. Therefore, what he called the American product shortage, has a direct bearing on the British and European shortages.

However, "business is very good," in these countries, "Goldenson said. Despite the product shortage, which he felt is temporary, all the nations he visited were recording encouraging box office results.

Goldenson said he thought the product situation for the future looked "very encouraging" in the U.S. However he predicted a continuation of the product famine for the "next few months" here.

European Pictures

He named Germany, Sweden and Denmark, as "particularly adaptable" nations from which this country could get superior product. "They must first learn our tempo however," Goldenson said, and "gear themselves to American audiences before beginning any projects."

Goldenson said he believes this country's shortage of product can be overcome by sending American producers and talent to these nations with the intent of producing films for American audiences.

Goldenson firmly believes that films produced in Europe could get comprehensive distribution in the U.S. if "the story content is right" and "well-known Hollywood stars are used."

He pointed to the fact that eight Italian-made productions, especially created for the American market, are being distributed in the U.S. annually as the result of negotiations begun in Italy three years ago.

In his conferences with European producers, Goldenson offered to establish contacts for them with "reputable distribution outlets in this country so that there would be collaboration on stories and stars pointing to the American market."

His meeting with Rank also touched on the proposed international association of exhibitor organizations, about which discussions were held in the British capital a week ago. Although he didn't explore the subject too deeply with Rank, Goldenson said he thought the idea was "making great progress."

Kodak Officials to See 'Scope Reel

Twentieth Century-Fox president Spyros P. Skouras revealed yesterday that representatives of the Eastman Kodak Co. in Rochester will view the hour-long demonstration reel, "The Advancing Techniques of CinemaScope," tomorrow morning.

THEY ALL AGREE! MARLON BRANDO ON THE WATERFRONT IS THE GREATEST!

"'On the Waterfront' is a magnificent contribution to the world of drama. It is great entertainment."

Leland Hayward

"I was mad about 'On the Waterfront.' It's a very, very exciting film. One of the best pictures ever made. Marlon Brando excels himself, if that's possible."

Jean Simmons

"A brilliant motion picture. Wrap up all the Oscars, including mine, and send them over to Brando."

Humphrey Bogart

"'On the Waterfront' is an important, exciting picture, beautifully written, directed and acted."

Samuel Goldwyn

"Add 'On the Waterfront' to your list of the memorable films of all time. Kazan's direction is masterful. Brando is his very best."

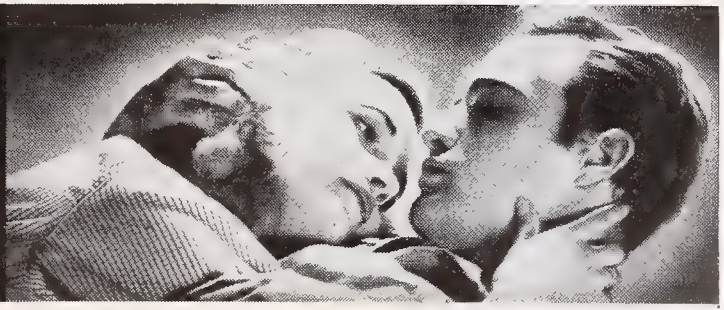
George Stevens

"'On the Waterfront' is a powerful assault on your emotions from your heart to your head."

Jerry Wald

COLUMBIA PICTURES presents

MARLON BRANDO



On The Waterfront

AN ELIA KAZAN PRODUCTION

co-starring **KARL MALDEN · LEE J. COBB** · with ROD STEIGER · PAT HENNING · and introducing **EVA MARIE SAINT**

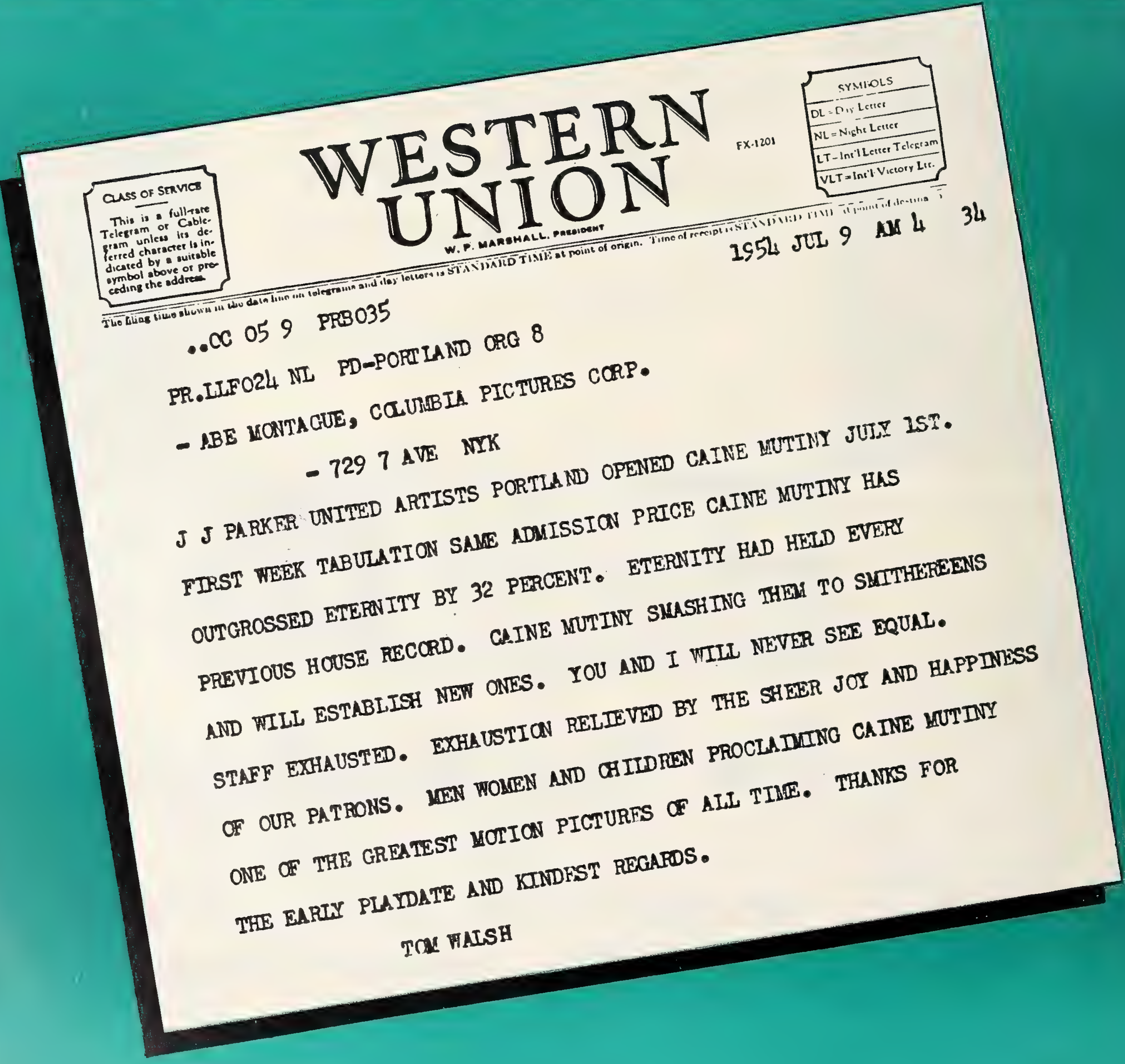
Produced by **SAM SPIEGEL** · Screen Play by BUDD SCHULBERG · Music by LEONARD BERNSTEIN · Directed by ELIA KAZAN

A HORIZON PICTURE

Columbia's

THE CAINE MUTINY

HITS THE NORTHWEST!



CLASS OF SERVICE

This is a full-rate Telegram or Cable-gram unless its de-ferred character is in-dicated by a suitable symbol above or pre-ceding the address.

WESTERN UNION

W. P. MARSHALL, PRESIDENT

FX-1201

SYMBOLS

DL = Day Letter

NL = Night Letter

LT = Int'l Letter Telegram

VLT = Int'l Victory Ltr.

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destina

1954 JUL 9 AM 4 34

..CC 05 9 PRB035

PR.LLF024 NL PD-PORTLAND ORG 8

- ABE MONTAGUE, COLUMBIA PICTURES CORP.

- 729 7 AVE NYK

J J PARKER UNITED ARTISTS PORTLAND OPENED CAINE MUTINY JULY 1ST. FIRST WEEK TABULATION SAME ADMISSION PRICE CAINE MUTINY HAS OUTGROSSED ETERNITY BY 32 PERCENT. ETERNITY HAD HELD EVERY PREVIOUS HOUSE RECORD. CAINE MUTINY SMASHING THEM TO SMITHEREENS AND WILL ESTABLISH NEW ONES. YOU AND I WILL NEVER SEE EQUAL. STAFF EXHAUSTED. EXHAUSTION RELIEVED BY THE SHEER JOY AND HAPPINESS OF OUR PATRONS. MEN WOMEN AND CHILDREN PROCLAIMING CAINE MUTINY ONE OF THE GREATEST MOTION PICTURES OF ALL TIME. THANKS FOR THE EARLY PLAYDATE AND KINDEST REGARDS.

TOM WALSH

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 76. NO. 10 NEW YORK, U. S. A., THURSDAY, JULY 15, 1954 TEN CENTS

New York City 5% Tax Validity Hearing Today

City to Answer Judge's 'Show-Cause' Order

Industry eyes will be on the proceedings in Supreme Court in Queens this morning as city attorneys will attempt to prove the validity of the New York City five per cent amusement tax.

They must answer a "show cause" order signed last week by Supreme Court Justice Nicholas M. Pette after five Queens theatres filed a suit against the City of New York, the Mayor, the Comptroller and the Treasurer.

Edward C. Raftery is the attorney for the plaintiffs and assistant corporation counsel Stanley Bucksbaum will present the city's arguments.

The hearing is scheduled to begin in Supreme Court, Queens County, Special Term, part one, at 10:00 A.M. A Raftery spokesman said yesterday that the hearing "shouldn't last over an hour." The proceedings will be open to the public.

City attorneys will attempt to show cause why the law is not in violation

(*Continued on page* 3)

Arbitration Draft To Start Next Week

The industry's arbitration subcommittee, following preliminary conferences, may start drafting the provisions for the proposed system next week. The group met yesterday to discuss the project, exploring the various problems and clarifying certain points so that work on the draft can start as soon as possible. The committee has scheduled its next meet for next Monday.

House, Senators in Agreement on Tax

WASHINGTON, July 14.—House-Senate tax conferees reached agreement on rules to permit exhibitors and other businessmen to write off more of the cost of new investments in equipment and buildings during the early years of the property's life.

The House-passed technical tax bill authorized use of the so-called declining balance method of depreciation, under which about two-thirds of the cost of an asset could be deducted for tax purposes in the first half of its life, compared to half the cost at present. The Senate version accepted this method but added several other alternative methods of rapid depreciation. The conferees, who

(*Continued on page* 3)

Business Survey

Grosses Spotty in D.C. Area, But Upswing Seen

By J. A. OTTEN

WASHINGTON, July 14.—Exhibitors in and around the national's capital give an uneven picture of recent theatre business. In the first of a series of territorial business surveys by Motion Picture Daily correspondents, it was found that some exhibitors in this area report a recent pickup, others report good business all year, others report continued bad business. The most common reaction is an old industry axiom: good business with good pictures, bad business with bad pictures.

Orville Crouch, Loew's eastern district manager, said over-all business is running about the same as a year ago. "On the big pictures, business continues to be very good," he declared, "but on the smaller pictures it's unbelievably bad, horrible. There's just no middle ground." He listed "Men of the Fighting Lady," "Apache," "Executive Suite," "Student Prince," "Three Coins in a Fountain" and "Garden of Evil" as

(*Continued on page* 3)

Sheriff Recommends Drive-in Censorship

CHICAGO, July 14.—Cook County Sheriff John E. Babb has announced that he is recommending to the county board that it try to establish a censorship board to govern the exhibition of films in drive-in theatres in the unincorporated areas of the county.

The action came as a result of protests over the showing showing of protests over the showing of RKO Pictures' controversial "The French Line" which opened last week at two

(*Continued on page* 3)

2.2 to 1 Ratio

Maximum Height to 'Scope Screen by New WB Device

BURBANK, July 14.—CinemaScope pictures may now be projected to the maximum height as well as maximum width of the theatre stage through the installation of a simple new aperture device perfected by Warner Brothers and now available to theatres as standard equipment, it was announced today by Jack L. Warner. The aperture device is adaptable to any size theatre and any size screen and allows the exhibitor to obtain the largest image possible in his auditorium, in both height and width, Warner said.

"With this device," said Warner, "the screen will have no more unused space. Every foot will be utilized for the picture."

Developed in Warner Brothers' research department, the aperture attachment was put into operation for the first time for the world premiere showing of "King Richard and the Crusaders" at the Egyptian Theatre in Hollywood. The screen image of the CinemaScope and WarnerColor film, starring Rex Harrison, Virginia Mayo, George Sanders and Laurence Harvey, was increased in height from 16 feet to 19 feet, the maximum pro-

(*Continued on page* 3)

Report Allied Seeks Early 'Policy' Meet

Complaints of Allied States Association in regard to rental policies and clearances may be laid in the laps of distribution heads during the week of July 26. It is reported that a delegation of Allied leaders will come to New York during that week for the conferences, with the intention of meeting with the company presidents as well as with the top sales executives.

Abram F. Myers, Allied general counsel, in a bulletin on Tuesday, said he could not predict "how long Allied would continue its belief that there should be no government regulation of the industry." It is understood that the planned sessions with the company heads might determine Allied's position in regard to seeking such regulation or some other drastic action.

There were unconfirmed reports that Allied had dispatched letters to all distribution presidents, asking for a meeting during the last week in July. Presidents who were contacted, however, said they had not received such a letter, but stated that they had received Myers' bulletin which was tagged "An Appeal to Reason."

IPA, TOA Officials In Pre-Conclave Talk

Officials of the International Popcorn Association and the Theatre Owners of America will confer at the TOA headquarters today to plan a combined theatre concessions forum for the 1954 TOA convention and TESMA-TEDA-TOA-IPA trade show, Oct. 31 to Nov. 4, at the Conrad Hilton Hotel in Chicago.

Attending the conference will be J. J. Fitzgibbons, Jr., president of IPA; Thomas J. Sullivan, executive secretary and general counsel of IPA; Nathan Buchman of American Theatres, Boston, and Bert Nathan of Theatre Popcorn Vending Corp., Brooklyn, N. Y., first vice president of IPA, co-chairmen of TOA Concessions Committee; Herman M. Levy, TOA general counsel; Howard L. Byrant and Dick Pitts of the TOA staff.

Participating in the combined forum will be the nation's leading theatre concessions manufacturers and suppliers; theatre concessions managers and purchasing agents.

Flick Again Urges Censor Law Re-study

ALBANY, July 14.—Need for restudy of the 31-year-old state censorship law was coupled with emphasis on this survey as it could affect the current "diet of violence," in an address by Dr. Hugh M. Flick, director of the Motion Picture Division in the State Education Division at the weekly luncheon of the Albany Rotary Club.

Dr. Flick said that violence seems

(*Continued on page* 3)

Broidy to Produce 4 Films for AA Release

HOLLYWOOD, July 14.—William F. Broidy will produce four pictures for Allied Artists distribution during the remainder of 1954 under terms which were finalized today with Walter Mirisch.

The contract additionally includes an option whereby Allied may release four more Broidy films within the next calendar year.

Personal Mention

A. W. SCHWALBERG, president of Paramount Film Distributing Corp., will leave New York today for Europe aboard the Ile de France accompanied by his wife.

•

George Josephs, Columbia Pictures home office sales executive, is in Washington today for meetings with Mid-East division manager Sam Galanty prior to visiting company branches in Cleveland, Cincinnati and Pittsburgh.

•

Vincent Trotta will leave here today for Long Beach, Cal., with contestants for the "Miss Universe" contest for which he is to be the dean of judges.

•

F. J. A. McCarthy, Southern and Canadian sales manager for Universal Pictures, will leave here today for Cincinnati.

•

Pericles Alexander of the Shreveport, La., "Times," is in New York visiting M-G-M exploitation head Emery Austin.

•

Herb Steinberg, Paramount's national exploitation manager, and Burt Champion, publcity manager, are in Atlantic City from New York.

•

Americo Aboaf, vice-president and foreign sales manager for Universal-International, will arrive here today from London via B.O.A.C. Monarch.

•

Albert E. Sindlinger, business analyst, is in Indianapolis today enroute to Kansas City.

•

Sam Levene will leave here over the weekend for London via B.O.A.C. Monarch.

•

William Hornbeck, film editor and production executive, has arrived here from London.

•

Harold Hecht of Hecht-Lancaster productions is in New York from the Coast.

•

Milton Sperling of United States Pictures has returned to the Coast from New York.

•

Bob Mathias and wife have left New York for Quantico, Va., where he will enter the U.S. Marine Corps.

Calihan Resigns from M-G-M L. A. Branch

William A. Calihan, Sr., assistant resident manager of the Los Angeles Exchange, has submitted his resignation to George A. Hickey, Pacific Coast sales manager of Metro-Goldwyn-Mayer effective Saturday.

Calihan celebrated his 25th anniversary on June 24 at the Los Angeles exchange. Prior to coming to Los Angeles, he was associated with the Eastman, Regent and Piccadilly Theatres of Rochester, N. Y. He is planning a vacation in New York City.

3 Get Holes-in-1 In V.C. Tournament

DES MOINES, July 14.—Golfers say the odds against a hole-in-one are 8,750 to one, but no member of the Des Moines' Variety Club will believe it. Recently, during the club's charity tournament, three contestants had shot them at a cost to the club of about $2,000 in addition to the tournament proceeds. The money will go toward purchase of a new Cadillac and Plymouth for the winners, who will be selected by a shoot-off later. About 6,000 tries were taken in the tournament against a total of 12,000 last year when there were no winners and the club's charity received $6,000. Winners include Rudy Faulds, a member of Tent No. 15 here. Contestants paid $1 for two shots on the 138-yard hole.

SCTOA-Makelim Meet Open to All

HOLLYWOOD, July 14.—The meeting scheduled for next Tuesday by the Southern California Theatre Owners Association is open to all exhibitors and is not restricted to SCTOA members, board chairman Harry C. Arthur, Jr., said here today. The session was called to hear Hal Makelim present his production plan which, according to Arthur, is the "only concrete solution thus far presented to alleviate the great shortage of product without any financial assistance from exhibitors and certainly warrants whole-hearted cooperation of all theatre owners."

$2,000,000 Topped By Cinerama in Chi.

CHICAGO, July 14.—"This Is Cinerama" has grossed over $2,000,000 here and will have played to more than 1,000,000 people at the Palace as the film celebrates its first anniversary at Eitel's Palace Theatre on July 29. A special morning show for underprivileged children will be held during a week of activities honoring the motion picture, Otto K. Eitel, owner of the theatre, and Douglas Helgeson, managing director of Chicago Cinerama Corp.

More than 300 mayors from Illinois, Indiana and Wisconsin cities have been invited to attend the festivities in which the City Council, State Street Ciuncil and civic and business groups will participate.

No Appointment Yet Of Ohio Censor Chief

COLUMBUS, O., July 14.—Governor Lausche denied reports that he would appoint R. M. Eyman of Lancaster, to the post of state director of education and chief Ohio film censor. Eyman is assistant state education director. Resignation of Dr. Clyde Hissong becomes effective Sept. 15. Gov. Lausche said he had received several applications for the post but had made no decision.

RKO Utilizes All Wide-Screen Media

HOLLYWOOD, July 14.—RKO Pictures is utilizing all the available wide-screen processes for pictures on its latest release schedule, it was announced by the studio. All of these features will be in Technicolor.

RKO is using the latest CinemaScope lenses for its biggest picture, "The Conqueror," starring John Wayne, Susan Hayward and Pedro Armendariz.

Superscope Film Completed

Superscope shooting of "The Americano" was finished, with Glenn Ford, Ursula Thiess, Cesar Romero and Frank Lovejoy in the stellar roles. Superscope is the Tushinsky process which was developed on the RKO lot.

"Cattle Queen of Montana," starring Barbara Stanwyck and Ronald Reagan, began shooting in Superscope on location at Glacier Park, Montana.

VistaVision will make its debut on the RKO sound stages when Frederick Brisson starts production of "The Girl Rush," starring Rosalind Russell. The comedy will have much of its location work done at Las Vegas and nearby ranches.

"Son of Sinbad," "Jet Pilot" and "The Big Rainbow" will get the Tushinsky process of Superscope projection.

Services Tomorrow For Grantland Rice

Funeral services for sportswriter Grantland Rice, who died here Tuesday night, will be conducted tomorrow morning in the Brick Presbyterian Church, 1140 Park Ave., here at 11:00 A.M.

In addition to his achievements in the newspaper profession, Rice edited the Sportlight, film shorts and collaborated in a series of one-reel sports films under the same name. One of these, "Amphibious Fighters," won an Academy Award in 1943 for the year's best one-reel picture.

'Sea' Grosses $1,600 In Trans-Lux Premie

The United Artists release, "Victory at Sea," which opened at the Trans-Lux 60th St. Theatre here, grossed $1,600 on opening day and is expected to earn a high of $12,000 in the initial week, it was revealed yesterday by Tom Rodgers, general manager of the Trans-Lux Theatres.

Screen Gems Active

Production in the New York studios of Screen Gems, Inc., is at an all-time high with 17 commercials and five "Big Playback" programs currently before the cameras, Ralph M. Cohn, vice-president and general manager of the television subsidiary of Columbia Pictures announced.

'Susan' Here July 29

RKO's "Susan Slept Here," Technicolor comedy starring Dick Powell and Debbie Reynolds with Anne Francis, will open in New York July 29 at the Victoria Theatre.

Bronx Theatre Files $450,000 Trust Suit Against 4 Majors

The IDA Amusement Co., operator of the Fleetwood Theatre in the Bronx, yesterday filed a $450,000 anti-trust action against RKO, Warner Brothers, Universal Pictures, 20th Century Fox and J. J. Theatres, Inc., operators of the Kent Theatre also in the Bronx.

The complaint charges that the clearance given to the RKO split and to the Kent over the plaintiff's Fleetwood Theatre is illegal. The plaintiff has operated the Fleetwood since 1952. Prior to that, it was operated by J. J. The complaint alleges that at no time previously was any clearance accorded the Kent over the Fleetwood.

Eurovision Members Mull Closed-Circuit

Members of the recently established European Television Network (Eurovision) are considering strengthening inter-European communications by the use of closed-circuit television, William Rosensohn, executive vice-president of Box Office Television, declared recently.

Rosensohn, who just returned from a 30-day tour of Eurovision installations, stated that he discussed plans to utilize closed-circuit TV in the fields of diplomatic relations, European Defense Community communications in economic, agricultural and educational projects.

Participating in discussions with the BOT official were representatives of the British Broadcasting Co., the French Broadcasting Co., the Belgian Broadcasting Co., Cinema Television, Ltd., Nic Bal, Belgium's chief of information, and M. Michel Robida of Radiodiffusion-Television Francaise.

Cohen, D.C. Exchange Man, Dies at 58

WASHINGTON, July 14.—Funeral services were held today for Max Cohen, active in distribution circles here and in New York for the past 30 years.

Cohen died of a heart ailment yesterday, at the age of 58. He had been in Washington since 1940, working with the Universal and Lippert exchanges, and about five years ago establishing his own Minerva Film Exchange.

'Kings' Bow Moved Up

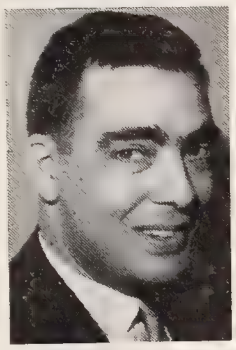
M-G-M's "Valley of the Kings" will premiere at the Plaza Theatre here on July 22 instead of July 29 as previously announced.

LOOK TO FILMACK FOR THE FINEST ANNOUNCEMENT TRAILERS
ALWAYS GOOD!
ALWAYS ON TIME!
1327 S. Wabash - Chicago, Ill. 630 Ninth Ave. - New York, N. Y.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

National Pre-Selling

CARL DORESE has been appointed creative assistant to Frank J. Kaus, director of advertising planning and research for "American Weekly." Dorese was formerly in the advertising department of the NBC network and with the J. Walter Thompson advertising agency.


Carl Dorese

He will be in charge of promotion for "American Weekly" third annual movie edition to be published on Sept. 12. It will feature previews of Hollywood productions under the title "You'll Be Seeing." Theatre owners can purchase copies of the third annual movie edition at cost, for distribution, door to door or in their lobbies. Snipes can be attached with theatres' names and playdates.

•

Philip Hartung, motion picture editor of "Woman's Home Companion," has reviewed and recommended "The Caine Mutiny" and "Man With a Million" in the July issue.

According to a recent survey made of the four and one-quarter million subscribers of the "Companion," one-third of its readers attend one or more theatres weekly.

•

A powerful plug for "The Barefoot Contessa" appears in the July 25 issue of "Collier's." There is a beautifully colored picture spread showing Ava Gardner, barefooted doing the flamenco and being watched by 100 gypsies who were hired as extras. In addition, there is a full colored photograph of Ava taken on location, on the top of the front cover of the issue.

•

M-G-M's star Pier Angeli is the cover girl on "Life's" July 14 issue. Four pages are devoted to an interesting personality story of Pier Angeli in the issue. Her next starring role for M-G-M will be "Green Mansions."

•

One of the most comprehensive series of merchandising tieups in the history of Universal-International has been set in connection with the "Magnificent Obsession" world premiere at the RKO Palace, Cleveland. The 26 stores of the Eroger grocery chain are tied into a special contest. The Federal Stores; Euclid Av. Merchants; Standard Drug Stores; Clark Restaurants and all large department stores are saluting the premiere with special promotions.

•

Exciting photographs taken on the sets of "The High and the Mighty" illustrate the "movie review" in the current issue of "Look." "The High and the Mighty" is a Warner Brothers CinemaScope production.

•

Ed Miller of "Seventeen" selected "Seven Brides for Seven Brothers" as the picture of the month for August.

WALTER HAAS

D. C. Grosses Spotty

(*Continued from page 1*)

being among the films that have helped keep business up.

George Crouch, Washington zone manager for Stanley-Warner theatres, said business earlier this year was "nothing to brag about," but that it picked up some over the last holiday weekend. "The High and the Mighty" in first runs both here and in Baltimore built up impressive grosses over the holidays, he said. The recent Marciano-Charles fight films also helped business, he indicated.

Marvin Goldman, general manager of K-B Theatres, said April, May and early June were slow, but that business started picking up since mid-June and recent average weekly grosses have been considerably above those earlier in the year. He attributed the pick-up to the fact that kids are now out of school and going to more films, and to better pictures recently, such as "Beat the Devil," "Johnny Guitar" and "River of No Return."

Vicious Circle

"It was a vicious circle," he said. "The distributors earlier in the year held up the pictures because there was no business, and there was no business because there were no good pictures."

Kenneth McGuire, manager of the Lopert-owned Playhouse, said business has been "fantastic" both at the Playhouse and the Lopert-owned Dupont. "Last year was the best year we had at the Playhouse since it opened, and this year is ahead of last year," he stated. Danny Kaye's "Knock on Wood" is now in its 13th week at the Playhouse. The Dupont so far has had only two films this year: "Julius Caesar," which set house records, and "Captain's Paradise," now in its eighth week and still going strong.

Jerry Baker, manager of RKO Keith's Theatre, was also glowing. He said business all year has been running ahead of last year, thanks to better films, and that right now business is "only sensational," with "The Caine Mutiny" breaking every record in the theatre's history. He estimated 'Caine' would run at least into September.

On the other hand, Morton Gerber, head of District Theatres, reported his circuit is running consistently behind last year and that even the Fourth of July weekend didn't help. "People are just more selective," he said. "When we have a picture they want, we'll still have business that compares with the best of times. But we just don't have as many of those pictures as we should."

Good Summer Expected

Lloyd Wineland, Jr., of Wineland Theatres, was another who thought he detected a pick-up in the last few weeks. He said that earlier in the year business had been just about at last year's levels, but that the last week in June and early July were much better because "we had some good pictures, and more of them." On the basis of films now available for the next four or five weeks, he stated, "I think things are going to be very good this summer."

Pat Notaro, general manager of Roth Theatres, thought "business has been very good." Most of the chain's theatres are running just about at a par with last year, he said, while business at the chain's key art house, the Plaza, has been running well ahead of last year.

Warner Device

(*Continued from page 1*)

to be the underlying theme of many portions permitted by the structure of the theatre. The full width of 42 feet, in use before the aperture was placed on the projection machine, was retained. The aspect ratio, stated Warner, was the proportion of 2.2 to 1. New apertures, inexpensive to install, will soon be made available to all exhibitors, he said.

Agreement

(*Continued from page 1*)

began work today, took the Senate version.

The conferees also approved a provision permitting businessmen to carry back losses for two years, rather than the present one year, to get refunds on taxes in the earlier period.

Review

"Malta Story"

(Rank-United Artists)

THE name of Alec Guinness can be exploited in this import about the siege of Malta during World War II. But although Guinness is in the picture and is supported by a distinguished cast of British actors, the film adds up to little more than a series of film clips of the war and a rather slow moving-documentary-styled drama. Patrons of import houses may be disappointed in "Malta Story" if for no other reason than having to look for Guinness between the battle scenes which dominate the film's 98 minutes.

In support of Guinness there are Jack Hawkins, Anthony Steel, Muriel Pavlow, Renee Asherson and Flora Robson, all doing the best they can with the story.

As a pictorial glimpse of the effect of the war on the Mediterranean island, the film at times reaches true realism. But as a drama, it fails to supply much semblance of entertainment.

As a fighter pilot attached to a British squadron on the island, Guinness falls in love with a local girl, Miss Pavlow. During their rendezvous some excellent photography records explosions above and upon the besieged island.

In the film's climax, Guinness is given the task of finding a German convoy, a job at which he is successful but sacrifices his life.

Peter De Sarigny produced and Brian Desmond Hurst directed "Malta Story" from the screenplay by William Fairchild and Nigel Balchin. Running time, 98 minutes. General classification. Release, not set.

Tax Hearing

(*Continued from page 1*)

of four respective city, state and Federal laws. They are:

Section B32-5.0, of the Administrative Code of the City of New York; the New York State "enabling act" which empowers state municipalities of 25,000 and over to levy a tax on amusements of up to five per cent; the Constitutions of the United States and the State of New York.

Tax Collection May Stop

If Judge Pette issues a temporary injunction restraining and enjoining enforcement of the law, collection of the tax by exhibitors could be stopped. Among other possibilities that may arise is one permitting the city time to amend the law in order to remove the alleged violations. Another would have exhibitors holding the collected tax money, while the injunction is in effect, "in trust," until termination of the restriction or a trial.

Flick Urges

(*Continued from page 1*)

current motion pictures and story plots. He thought this might result in "a sort of normalcy of vision" being fostered in the minds of people. The young growing up with such a concept could be adapted to total itarianism, Dr. Flick warned.

He cited the age of the present licensing statute as a reason for "a thorough-going, full-dress study" of it.

Industry Polices Self

Tracing the history and need for censorship, Dr. Flick commented that the film industry does a very good job of policing domestic pictures against indecency. It is the 50 per cent submitted for licensing which are not subject to the production code mechanism that cause most of the trouble, he continued. Dr. Flick stated that the Motion Picture Division screens, for licensing, about 1,500 pictures annually.

Sheriff Recommends

(*Continued from page 1*)

of the 10 outdoor theatres throughout the county.

The Starlight, 95th Street and Ridgeland, Oak Lawn, pulled the film over the weekend following Babb's survey of every car entering the theatre's grounds. The Starlight posted an "Adults Only" sign, but cars were turned back from entering the outdoor house by a vigilant group of police officers. The Starview, the second drive-in featuring the controversial film, was seeking to cancel the booking, it was reported.

Additional Finance Secured by Magna

With financial assistance provided by Kuhn, Loeb & Co., an investment banking firm, the Magna Theatre Corp. is set to provide the necessary capital, estimated at $6,000,000, for the production of Rodgers and Hammerstein's "Oklahoma" in the wide-angle Todd-AO screen process and CinemaScope.

Magna, a new enterprise organized to provide the capital, has, it was reported, $6,000,000 of five-year debentures, 12,500 shares of cumulative preferred stock, and 2,200,000 shares of common stock.

THE GROSSES ARE MIGHTY HIGH– THE RUNS ARE MIGHTY LONG!

for WILLIAM A. WELLMAN'S

THE HIGH AN
TH

CINEMASCOPE

WARNERCO
STEREOPHO

STARRING

JOHN WAYNE · CLAIRE TREVOR · LARAINE DAY · ROBERT STACK

JAN STERLING · PHIL HARRIS · ROBERT NEWTON · B

WITH
PAUL KELLY · SIDNEY BLACKMER · AND INTRODUCING DOE AVEDON · KAREN SHARPE · JOHN SMITH

SCREEN PLAY BY ERNEST K. GANN

Music Composed and Conducted by Dimitri Tiomkin

A WAYNE-FELLOWS PRODUCTION

Directed by WILLIAM A.

WARNERS' HAVE OVER 200 DATES RUNNING NOW!

D
E

MIGHTY

OR
C SOUND

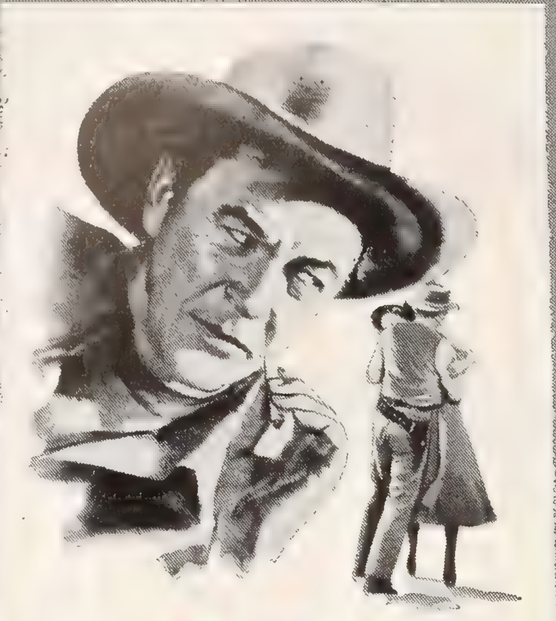
AND ALL 200 ARE 'WAY OVER HONDO!!!

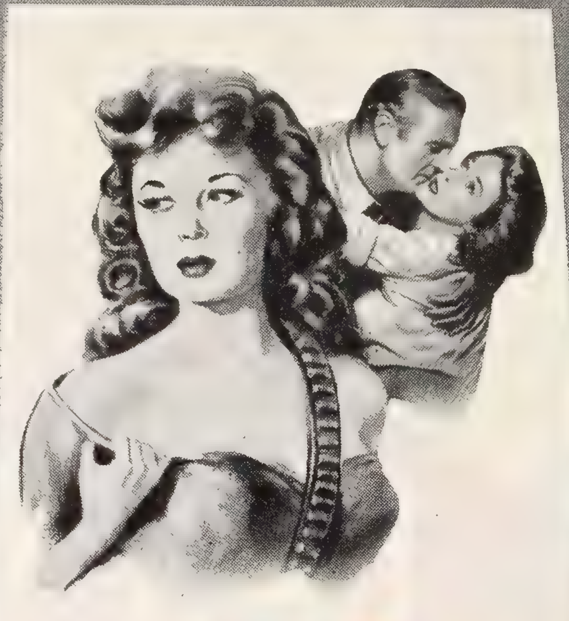
DAVID
RIAN

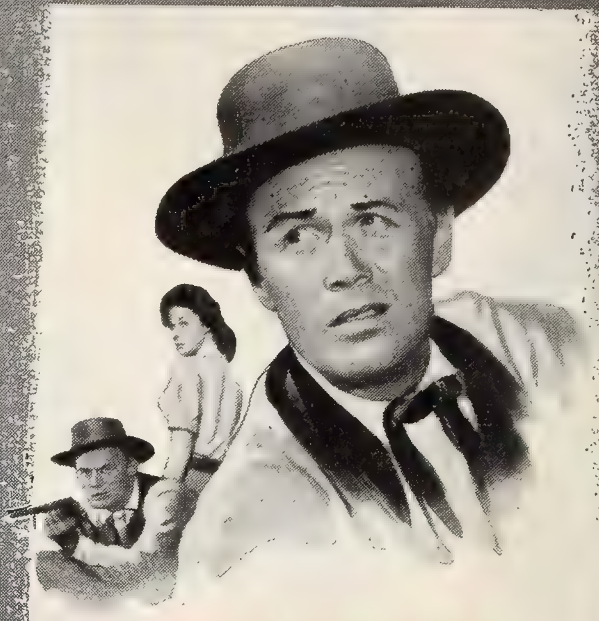
ELLMAN · DISTRIBUTED BY WARNER BROS.

THE THEME SONG BY DIMITRI TIOMKIN IS A HIT! Recordings by Harry James · Victor Young · Leroy Holmes & Orch. with Whistling Chorus by Fred Lowery · Johnny Desmond · Georgie Auld & Orch. Dimitri Tiomkin · Les Baxter & Orch.
(They're getting terrific air and juke-box pluggings everywhere. Talk to your disc jockey!)

These three







GARY
COOPER

SUSAN
HAYWARD

RICHARD
WIDMARK

are launching

20th Century-Fox's

GARDEN OF EVIL

Color by TECHNICOLOR

CINEMASCOPE

to record grosses everywhere!

Play it in your choice of CINEMASCOPE equipment!

4-Track High-Fidelity Magnetic Stereophonic Sound
1-Track High-Fidelity Magnetic Sound
1-Track Optical Sound

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 76. NO. 11 NEW YORK, U. S. A., FRIDAY, JULY 16, 1954 TEN CENTS

Arnall, Officers Reelected at Annual Meet of SIMPP

HOLLYWOOD, July 15.—The Society of Independent Motion Picture Producers re-elected Ellis Arnall as president and all other officers as well as all members of the executive committee at the society's annual meeting here today which was attended by 30 SIMPP members.

The organization unanimously adopted a resolution commending Arnall for his services as president, and another endorsing the Motion Picture Relief Fund's project for establishing an industry museum.

Arnall told the members that he intends to take further action toward obtaining a complete investigation and decisions by appropriate government offices on foreign film pacts, despite the reported statement by a Motion Picture Export Association spokesman that MPEA will no longer cooperate with independents in the foreign field. Citing the French pact which, he said, contains a $390,000 subsidy arrangement, Arnall said "legality or illegality, such subsidies must be resolved once and for all."

Arnall also reported to the membership on the full year's activities.

Executive secretary Marvin Faris of the producers association reported to the 30 members in attendance on his recent tour of Europe in behalf of SIMPP export program.

Klune Resigns Fox Production Position

HOLLYWOOD, July 15.—Ray Klune, for 11 years executive production manager at 20th Century-Fox studios here, has tendered his resignation effective July 30 after signing a long-term contract as general production manager of Hecht-Lancaster Productions.

Darryl F. Zanuck, 20th-Fox production head, issued a statement regretting the loss of Klune's services and extended the production manager "well wishes" in his future capacity.

House, Senate Make New Tax Provision

WASHINGTON, July 15.—The House-Senate tax conferees decided to make a new corporate tax speed-up plan apply only to firms with tax bills of more than $100,000 a year.

The original House bill made the plan apply to firms with more than $50,000 of corporate tax liability, but the Senate increased this to $100,000. The conferees took the Senate figure. Under the plan, the large firms would ultimately pay 50 per cent of their tax in the current year, instead of paying entirely in the following year as at present.

Johnston to Leave For Coast Holiday

WASHINGTON, July 15.—Motion Picture Association president Eric A. Johnston will leave here early next week to spend the rest of July and a good part of August at his home in Spokane. MPAA aides said it was possible Johnston would go to Hollywood while on the West Coast.

Phila. House Asks Triple Damages in Anti-Trust Action

PHILADELPHIA, July 15.—Herbert J. Elliott, owner of the Fern Rock Theatre here, has filed a triple damage anti-trust suit against RKO Radio, Columbia, Universal, United Artists, Loew's, and Paramount, alleging that the defendants are refusing to license pictures for his house on a key run basis but are imposing unreasonable clearances in favor of the Esquire and Bromley theatres.

The plaintiff asks the court for triple damages in an unspecified amount and for injunctive relief giving it a key run and restraining the defendants from granting clearances favoring the Esquire and the Bromley.

About May 1, 1954, the plaintiff

(*Continued on page* 5)

SALES MANAGERS READY TO MEET WITH ALLIED HEADS

A majority of the companies' general sales managers have agreed to meet with leaders of Allied States Association during the week of July 26 to discuss current trade practices and problems, it was learned yesterday. The sessions will be held on an individual basis with each company and probably will be staggered throughout the week. One sales head, Charles Boasberg of RKO Radio, is leaving on vacation on July 23 but has agreed to meet with the Allied representatives at a later date.

The Allied delegation will be headed by Abram F. Myers, general counsel, and Ben Marcus, Allied president. Others in the Allied contingent will be Jack Kirsch of Chicago, Nathan Yamins of Fall River, Mass., and Wilbur Snaper of the New Jersey unit.

On Major Fractions

5% TAX OVERSTEPS STATE ACT: COUNSEL

Meanwhile, Judge Pette Reserves Decision On Injunction Plea to Halt N.Y.C. Levy

New York City assistant corporation counsel Stanley Bucksbaum yesterday admitted that the city is overstepping the provisions of the state enabling act in collecting the five per cent amusement tax. The admission of the violation was made at a hearing before Supreme Court Justice Nicholas M. Pette who had ordered the city to show cause why a temporary injunction should not be invoked against collection of the tax.

After listening to both sides present their arguments in a one-and-a-half-hour session, Judge Pette reserved decision on the injunction pending final deliberation.

The hearing resulted from a suit filed against the city by five Queens houses last week, to have the admissions tax "declared unconstitutional, illegal, invalid and void" and for an "injunction restraining and enjoining them from enforcing the provisions thereof."

Bucksbaum said that "there is no doubt that the city cannot tax admissions over five per cent." He was referring to the state enabling act passed in 1947, which empowers municipalities of 25,000 or over to levy an admissions tax "of up to five per cent."

The plaintiffs allege, what seems to be their strongest point against the

(*Continued on page* 5)

Jos. Bernhard Dies Following Operation; Funeral Rites Sunday

Joseph Bernhard, executive of Stanley Warner Corp. and for many years a national leader in the industry, died suddenly yesterday at the Mt. Sinai Hospital, following a recent operation. He was 65 years old.

Funeral services will be held at the Frank E. Campbell Funeral Parlor, Madison Ave. and 81st St., at 10 A.M. on Sunday. Interment will be in Mt. Sinai Cemetery, Philadelphia at 1:30 P.M.

Bernhard played a leading role in the real estate business in Philadelphia before he started his varied career in the motion picture industy, having built deluxe theatres in many parts of the city and suburbs. He joined the real estate department of Warner Brothers in December 1930, and two years later was made general manager of Warner Brothers Theatres. Later he became vice president and director of Warner Brothers, Inc., and took a leave of absence in 1942-43 to do a hitch as a civilian expert for the United States Navy.

In 1945 Bernhard switched to pro-

(*Continued on page* 5)

Stress Concessions At TOA Convention

The Theatre Owners of America convention in Chicago next November will devote more time to concessions than has given at previous national conclaves. This was indicated here yesterday following a meeting of TOA representatives and officials of the International Popcorn Association. The preparation of a tentative agenda for the concessions phase of the TOA convention was the principal topic for discussion yesterday.

It was decided that the entire TOA membership would be briefed on concessions and meetings held by the IPA and other groups at the Nov. 4 program of the TOA convention.

Attending yesterday's sessions were J. J. Fitzgibbons, Jr., Thomas J. Sullivan, Nathan Buchman and Bert Nathan, representing IPA, and Lee Koken of RKO Theatres, Carl Siegel of Stanley Warner, Howard Bryant and Dick Pitts, presenting TOA.

Personal Mention

IRVING SOCHIN, Universal Pictures short subjects sales manager, is in Cincinnati today from here after visiting Pittsburgh and Indianapolis this week.

•

J. R. Grainger, president of RKO Radio Pictures, E. L. Walton, executive assistant to the president, and Perry Lieber, national director of advertising, publicity and exploitation, returned to Hollywood yesterday from San Franisco.

•

H. Simon Ullman has joined the staff of the Tri-State Automatic Candy Corp. in Albany as assistant to manager George H. Schenck.

•

Marge Sarpolis, secretary to 20th Century-Fox Cleveland branch manager L. J. Schmertz, will be married tomorrow to Bud Howell.

•

Foster M. Blake, Western sales manager for Universal Pictures, will leave here Monday on a tour of his territory.

•

Peter Roebeck, general sales manager of the film division of General Teleradio, is in New York from the Coast.

•

Marshall Fine of the Associated Circuit in Cleveland is a patient at the Lakeside Hospital there.

•

Lex Benton of Benton Film Express in Atlanta has returned from a Florida vacation.

•

Joe Dumas, Republic Pictures office manager in Atlanta, has returned there from a Florida vacation.

•

Mel Ferrer will leave for Italy today via LAI-Italian Airlines.

•

Geraldine Brooks will leave here today for Rome via L.A.I.

Testimonial Tuesday In N. H. for Simon

NEW HAVEN, July 15. — More than 300 members of New England's motion picture industry will attend a testimonial dinner honoring Ben Simon, retiring local manager of the 20th Century-Fox branch at the Waverly Inn, Cheshire, Conn. Tuesday. New Haven's mayor and other municipal, business and professional leaders plus delegations from Hartford, Boston, Bridgeport and Waterbury will be on hand.

Vicksburg House Goes Back to Para. Gulf

NEW ORLEANS, July 15.—Floyd Murphy, who has been operating the Strand Theatre, Vicksburg, Miss., under a lease agreement from Paramount Gulf Theatres, Inc., announced that he has effected a cancellation of the lease and returned the theatre to its former owners.

Over 160 Houses in Makelim Contracts

HOLLYWOOD, July 15.—Exhibitors in Charlotte, N. C., representing more than 160 theatres oversubscribed to the Makelim Plan following its presentation by independent producer Hal R. Makelim to the Theatre Owners of America group in that city yesterday, according to word received at the producer's headquarters here.

5 Percentage Suits Filed in Gr. Rapids

GRAND RAPIDS, Mich., July 15.—Five percentage actions were filed in the Federal Court here against Nick Kuris operating the N. K. Theatre and N. K. Drive-in Theatre in Muskegon, Mich. Paramount, Twentieth Century-Fox, Warner Bros., RKO and Universal each filed a separate action.

The Grand Rapids firm of Warner, Norcross & Judd represents the distributors with Sargoy & Stein of New York of counsel.

'Living It Up' Opens In Atlantic City

ATLANTIC CITY, July 15.—"Living It Up," the new Dean Martin and Jerry Lewis Technicolor comedy was world premiered at the Warner Theatre here last night. More than 100 columnists, newspaper and magazine writers and radio and television personalities from 18 cities witnessing the proceedings. Dean and Jerry cut the anniversary cake which commemorated the eighth year of their teaming up.

At the end of the ceremonies in front of the Warner, the comedians moved the proceedings inside the theatre where they put on a stage show prior to the showing of the picture.

Legion Puts 4 in 'A' And One in Class 'B'

Two pictures were placed in Class A, Section 1; two in Class A, Section 2 and one in Class B, in this week's listing of pictures reviewed by the National Legion of Decency.

In Section 1, morally unobjectionable for general patronage, were "The Littlest Outlaw," Disney, and "The Malta Story," United Artists. Listed in Section 2, morally unobjectionable for adults, were "A Day Out of Life," IFE, and "King Richard and the Crusaders," Warner Brothers. The Japanese film, "Ugetsu," was placed in Class B, morally objectional in part.

Simon Leaving UA

BUFFALO, July 15.—Mike Simon, former manager of the local and the Detroit Paramount exchanges, has resigned his position as United Artists sales representative in the Albany area.

Under Government Rule

OTTAWA, July 15.—The National Film Board of Canada has been placed under the jurisdiction of the Department of Citizenship and Immigration.

U. K. Union Dispute Taken to Gov't.

LONDON, July 12.—Although the Ministry of Labor has not to date taken official cognizance of the already reported dispute between Cinematograph Exhibitors Association and Tom O'Brien's National Association of Theatrical and Kine Employees, the former's officers have been to the Ministry for informal talks. They were followed the next day by a delegation from the union.

The Ministry will now decide to refer the matter to the Industrial Disputes Tribunal or endeavour to bring the parties together for further negotiation.

Prepares Case for Members

O'Brien, with characteristic zest for publicity, is preparing his union's case for circulation to Members of Parliament, to municipal and licensing authorities and to trades councils throughout the country.

He even talks of a strike in the theatres. But the threat may be discounted. Apart from any merits in his case, the NATKE boss is too shrewd a strategist to risk a strike which could not in any event be total. Theatres would undoubtedly keep open if O'Brien committed himself to strike action.

Conn. Theatre Men Form New Company

HARTFORD, July 15. — Nutmeg Theatres, Inc., New Haven, a new Connecticut corporation, has filed a certificate of organization with the Secretary of State's office here, listing amount of subscribed capital, $1,500; amount paid in cash, $1,500; amount paid in property, none; president, Norman Bialek, New York; secretary, Leonard Sampson, Woodbridge; and vice-president and treasurer, Robert C. Spodick, New Haven; directors, same as officers.

The above-named men operate the Crown and Lincoln, New Haven; Art Cinema, Bridgeport; Fine Arts, Westport; and Norwalk and Empress, Norwalk, all in Connecticut.

3,200 in Cleveland See 'Obsession' Bow

CLEVELAND, July 15. — Universal-International's "Magnificent Obsession" had its world premiere here last night before a capacity audience of more than 3,200 at the RKO Place Theatre.

In ceremonies before the screening, the Motion Picture Council of Greater Cleveland presented a citation to U-I through Jane Wyman, one of the film's stars. The citation designated the film as the woman's picture of the year.

New Columbus Tent To Open Clubrooms

COLUMBUS, O., July 13.—Columbus Variety Club will be known as the Showman's Club pending re-acquisition of a charter, said James Bushman, chairman of the club's temporary board of directors. Clubrooms are expected to be open soon in a basement suite at the Seneca Hotel.

Denied 'Scope Films Theatreman Charges

OKLAHOMA CITY, July 15.—Joe Turner, manager of a Lawton, Okla, theatre, has filed a $75,000 damage suit in Federal District Court here against 20th Century-Fox charging that he was denied the right to exhibit CinemaScope pictures.

Turner said that he was contacted early last year by 20th-Fox representative Marion Osborne and had agreed to install CinemaScope equipment in his house. Later, the theatreman said, he was offered two CinemaScope films, "The Robe" and "How To Marry A Millionaire," but was told he could not book the second film until he had shown "The Robe."

The distribution company had given exclusive rights to CinemaScope bookings to a rival theatre, the Vaska, Turner said.

Osborne denied that the Vaska had exclusive CinemaScope rights, and said "if he wants to outbid the Vaska he can have the pictures." Osborne said Turner "did not have to show 'The Robe' first as we do not go for block bookings."

He also said Turner installed his CinemaScope equipment after the Vaska had done so, and said "if he had gone ahead and equipped his theatre he could have been playing the pictures, but he refused."

Drive-ins Getting First Runs in Cinci.

CINCINNATI, July 15.—First run product is being sold away from downtown houses in favor of drive-ins, both here and in the Cincinnati exchange territory. Currently, the Twin Drive-in, the only outdoor operation within the city limits, is playing 20th-Fox "Siege of Red River" and Lippert's "The Big Chase. Ashland, Ky., and other area drive-ins also are playing first runs.

Hartford House Closes

HARTFORD, July 15.—The Hartford Theatre Circuit has closed its first-run foreign film house, the 850-seat Art, for the summer. A wide-screen is among new equipment being installed.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE STUDENT PRINCE"
In CinemaScope starring
Ann BLYTH • Edmund PURDOM
and the Singing Voice of MARIO LANZA
Color by ANSCO An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

WARNER BROS PRESENT WILLIAM A. WELLMAN'S
THE HIGH AND THE MIGHTY
CINEMASCOPE AND WARNERCOLOR
starring
JOHN WAYNE - CLAIRE TREVOR - LARAINE DAY - ROBERT STACK
JAN STERLING - PHIL HARRIS - ROBERT NEWTON - DAVID BRIAN
A WAYNE-FELLOWS PRODUCTION
PARAMOUNT
TIMES SQUARE

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

All the Golden Glory of the Age of Chivalry in the Epic Story of England's Outlaw Knight...

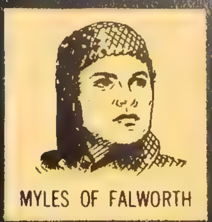
...who pledged his life to save a throne and his love to win the lips of a fabulous beauty!

SPECTACULAR IN
CINEMASCOPE

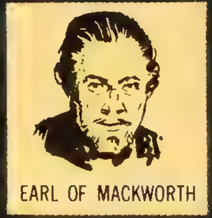
Universal-International presents

THE Black Shield OF FALWORTH

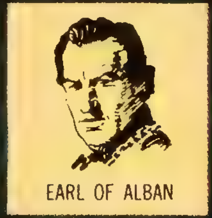
COLOR BY *Technicolor*

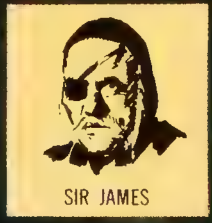

MYLES OF FALWORTH

LADY ANNE


EARL OF MACKWORTH

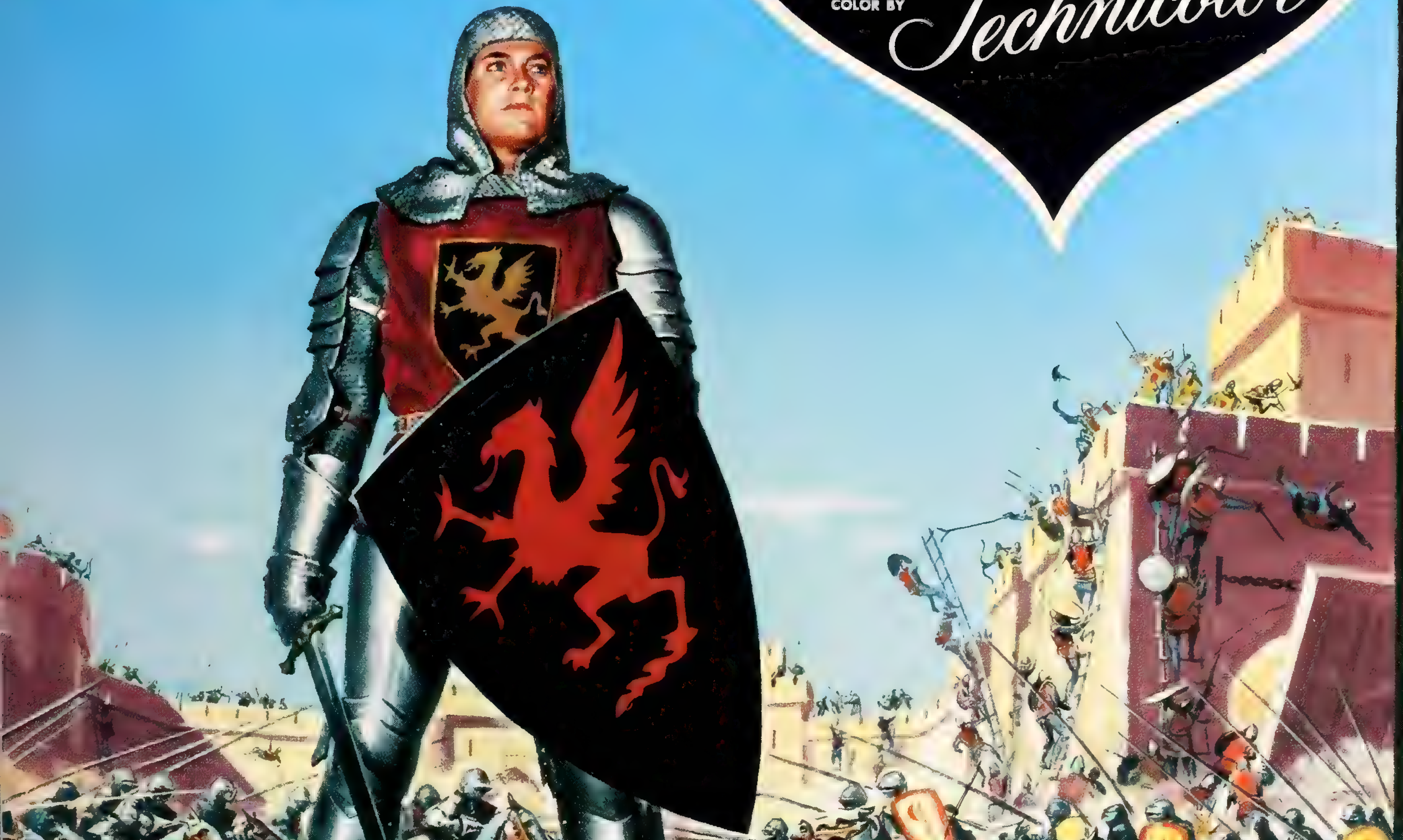
MEG FALWORTH


EARL OF ALBAN


SIR JAMES

KING HENRY IV

Based on
HOWARD PYLE'S
immortal classic
"MEN OF IRON"



More
BIG
NEWS

starring

TONY CURTIS · JANET LEIGH
DAVID FARRAR · BARBARA RUSH
HERBERT MARSHALL with Torin Thatcher
Daniel O'Herlihy · Rhys Williams · Craig Hill

d by RUDOLPH MATÉ · Screenplay by OSCAR BRODNEY · Produced by ROBERT ARTHUR and MELVILLE TUCKER

And **THIS** IS THE NATIONAL MAGAZINE ADVERTISING CAMPAIGN FOR "THE BLACK SHIELD OF FALWORTH"

....a campaign timed to reach your patrons when it counts...... during the month of August!

LOOK
LIFE
seventeen
MOVIE STAR
Screen
SCREEN WORLD
Movie Life
Screen stories
MOVIE WORLD
modern screen
Movieland
SCREENLAND
PHOTOPLAY
Silver Screen

15 Important Publications with a total circulation of more than 17 Million

...OVER 50 MILLION READERS!

Universal-International presents

THE

Black Shield

OF FALWORTH

COLOR BY *Technicolor*

Universal International

In CINEMASCOPE and also available to theatres with all other types of conventional projection!

LITHO IN U S A

N.Y.C. Tax Oversteps

(*Continued from page* 1)

tax to date, that certain admissions are taxed by as much as six and two thirds per cent.

Edward C. Raftery, attorney for the plaintiffs, cited the fact that lowest admission prices are the ones "being hardest hit." The city tax is "clearly beyond the enabling act as passed," Raftery told Judge Pette.

The plaintiffs' arguments were narrowed down to alleged violations of three state and city laws. They are the enabling act, a section of the City Administrative Code and the State Constitution.

Raftery said the section of the Administrative Code, B32-5-0, dealing with theatre licenses, is in direct conflict with the tax law. The code states that a misdemeanor is committed if a theatre charges more than the fixed admission price plus a Federal admissions tax.

In this case, Raftery said, theatre employes as well as owners are subject to court action for committing a misdemeanor. He added that licenses can be revoked for the violation.

"If an employe sells tickets of this kind, he and the owner can be convicted of a misdemeanor," Raftery asserted. He called the situation "wholly irreconcilable." Raftery summed up exhibitor arguments by saying "we either violate one or the other, if we try to live up to both."

In another allegation, he said the current tax is in violation of a provision in the state constitution restricting abusive taxes. The exhibitor argument pointed out that the state enabling act had been legislated into law seven years ago when the film industry was in good condition. However, the advent of free television and the increase in number and amount of taxes paid by exhibitors in New York City constitute an "abuse" in the levying of the new tax, the attorney said.

Thomas Bress, attorney for Loew's Theatres, told Judge Pette that "execution of the enabling act now, seven years after it was passed is an abuse." The industry is in a "faltering position" these days, he said.

Bucksbaum emphasized that the state enabling act "said nothing about a major fraction provision." He said "it has been the custom" in New York City to employ the "major fraction" method in all forms of business and banking. The city "had no alternative," Bucksbaum said, although the decision "was an onerous one."

He did name an alternative, however. It would entail issuing "tokens or stamps" to cover the fractions resulting from collection of the tax. The city is empowered to employ such a system, Bucksbaum stated, but the current system is not "a clear violation of the enabling act" although in some cases, "it does overstep it," Bucksbaum stated.

He said the city "has no intention of destroying the tax." This is a matter for the legislature, "not the judiciary," the city attorney concluded.

In rebuttal, the attorneys for the plaintiffs said that if it is a matter of using tokens or stamps, they would do it. If the injunction is invoked, "we will return the money to patrons," they promised. They said exhibitors could hold the money "in trust" and advise the public to keep their ticket stubs for possible refunds should the tax law be revoked.

$23,000 to Clinic Of New York V.C.

A gift of $6,000 yesterday brings to $23,000 the year's total given to the N. Y. Variety Club Clinic for Children with Epilepsy at the Columbia-Presbyterian Medical Center by the Variety Club Foundation to Combat Epilepsy. William J. German, president of the Foundation, made the presentation to Dr. H. Houston Merritt, director of Neurological Service at the Medical Center.

An additional $7,000, according to German, has been expended in the past year on the Institute's public education services, which are designed to bring about a better public understanding of epilepsy.

Review

"Dawn at Socorro"

(*Universal-International*)

HAVING the names of Piper Laurie and Rory Calhoun for theatre marquees enhances this Western which follows familiar plot lines and characterizations. Expert camera work and deft editing contribute excitement to a stud poker game and a gun duel in the final minutes. During the fight the camera pans high and low to encompass a sequence of scenes for a collective effect. But unfortunately, a routine, somewhat confused story and the absence of any outstanding performances leave the picture in the realm of the ordinary. It is in color by Technicolor.

On the coach to Socorro, Brett Wade (Rory Calhoun) falls in love with Rannah Hayes (Piper Laurie), unjustly labeled "Jezebel" and who has been turned out of her father's home. She plans to be a Socorro saloon girl in Dick Braden's (David Brian) Big Casino. Tired of his life of dissipation plus the misery of an old lung wound, Brett hopes for a peaceful future. He is leaving Lordsburg where he sided with the McNairs against the Ferisses in a stockyard gun battle. Traveling companion is Jim Rapp (Alex Nicol), the Ferisses' friend and Brett's enemy. Sheriff Cauthen (Edgar Buchanan), aware of the Brett-Braden hatred plans to meet Brett at Socorro and put him on the 6 A.M. train to Colorado Springs to avoid trouble. The rivals tangle. Later, Brett bets his fortune against the casino and for Rannah's love, and loses. At the station, Rapp fires at Brett and is killed. Braden goes, too. On the train, Brett is joined by Rannah, who offers him her bottle of lung tonic and her love.

The film was produced by William Alland, and directed by George Sherman from a screenplay by George Zuckerman.

Running time, 80½ minutes. General classification. For release in September.

Mirisch to England For Huston Meeting

HOLLYWOOD, July 15.—Allied Artists vice-president Harold J. Mirisch will sail for England on August 6 to confer with producer John Huston on plans for filming the latter's first picture for the distribution organization, "Man Who Would Be King."

Phila. House

(*Continued from page* 1)

alleges that it took possession after termination of the Stanley Co. lease and renovated and modernized it, installing CinemaScope equipment.

$32,000 for Cinerama In 3rd Cinci. Week

CINCINNATI, July 15. — Cinerama, which opened here as the 12th link in the nationwide chain, is building steadily, with an estimated third week gross of $32,000. The Capitol Theatre, an RKO operation until the circuit disposed of the house under the Government consent decree, is scaled at $1.20 to $2.60. Seating capacity has been reduced from the original 2,000 to 1,375 in the remodeling program at a reported cost of $250,000.

Delay Drive-in Opening

HARTFORD, July 15.—Connecticut's newest drive-in venture, the $125,000 East Hartford Drive-in, slated to open tonight, will now have its premiere early in August.

Bernhard

(*Continued from page* 1)

duction, becoming the president, treasurer, and co-founder with Milton Sperling of United States Pictures, Inc. Resigning from this company in 1947, he became president of Film Classics. In the next year he was elected president of Cinecolor Corp.

S-W Consultant

In January this year, Bernhard joined Stanley Warner Corp. as consultant on management relations for the company. He is survived by his widow, Mrs. Florence Bernhard, four sons, Maurice, Jack, Robert and Louis and six grandchildren.

Company Dividend Payments Increase

WASHINGTON, July 15.—Publicly reported cash dividend payments of film companies in April and May were well aheaede of last year, the Commerce Department said.

Dividends in April were put at $1,241,000 compared to $1,216,000 last April. May dividends this year were well ahead of last year, the $846,000 last May.

Walter Wright Dies

ATLANTA, July 15. — Walter Wright, special representative of the Curtiss Candy Co. here, died on way to his East Point, Ga., home after attending the annual Southern Wholesale Confectioners convention in Florida.

HERE'S SOUND ADVICE!

If the confusion that surrounds the various sound systems being offered today has delayed your decision on just what you should install in your theatre, consider these facts:

Three of the majors — M-G-M, Paramount and Warner Brothers — have already announced that *all* future productions will have Perspecta Stereophonic Sound. Other studios are following their example.

Why has Perspecta Stereophonic Sound been chosen as standard — a standard certain to remain for years to come? For three very good reasons:

1. The movie industry wants to make money. To do this they know they must keep your box-office busy. Perspecta Stereophonic Sound will do just that by giving the movie-going public the dramatic realism they want.

2. Perspecta Stereophonic Sound is a system every movie exhibitor can afford to install.

3. Perspecta Stereophonic Sound Track operates identically with the optical sound track you've been using for years except for the inclusion of three low-level, low-frequency tones "heard" only by the Integrator, which automatically controls volume and direction for true stereophonic effect.

The Perspecta Stereophonic Sound Integrator, design-engineered by Fairchild, makes this system available to you at a price you can afford. Only one Fairchild Integrator serves all projectors in the booth — controls Perspecta Stereophonic Sound through any 3-channel sound system of standard make. And projector modifications are not required.

Call, wire or write *now* for full information on your specific theatre sound problem.

FAIRCHILD RECORDING EQUIPMENT

MOTION PICTURE SOUND DIVISION • WHITESTONE 57, NEW YORK

THEY ALL AGREE! MARLON BRANDO ON THE WATERFRONT IS THE GREATEST!

"'On the Waterfront' is a magnificent picture. A picture with a mind behind it. What a relief to see a movie that aims high and hits the mark."

Peter Ustinov

"Elia Kazan's direction and Marlon Brando's performance in 'On the Waterfront' will live in my memory forever as a great emotional experience."

Otto Preminger

"One of the finest movies ever made. As for Marlon Brando's performance, I can remember few if any dramatic performances on celluloid to compare with it."

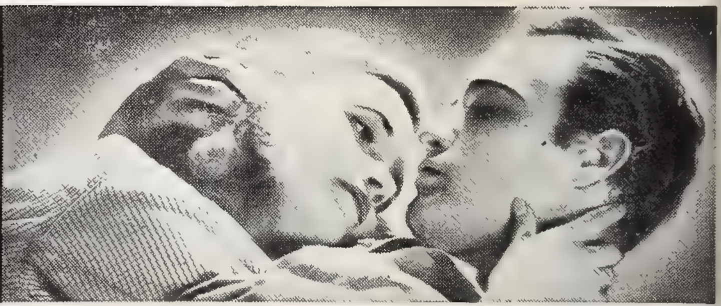
Billy Rose

"A powerful and wonderful picture. Marlon Brando gives one of the greatest performances we have ever seen. Leonard Bernstein's score is exciting."

Betty Comden
and Adolph Green

COLUMBIA PICTURES presents

MARLON BRANDO



On The Waterfront

AN ELIA KAZAN PRODUCTION

co-starring **KARL MALDEN · LEE J. COBB** · with ROD STEIGER · PAT HENNING · and introducing **EVA MARIE SAINT**

Produced by **SAM SPIEGEL** · Screen Play by BUDD SCHULBERG · Music by LEONARD BERNSTEIN · Directed by ELIA KAZAN

A HORIZON PICTURE

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 76. NO. 12 NEW YORK, U.S.A., MONDAY, JULY 19, 1954 TEN CENTS

Tradewise . . .

By SHERWIN KANE

THE report aired at the annual meeting of the Society of Independent Motion Picture Producers in Hollywood last week that Motion Picture Export Association will no longer cooperate with independent producers in the foreign field (because of SIMPP's complaints to the State Department and Federal Trade Commission about features of the new film agreement with France) are categorically denied by MPEA spokesmen here.

•

There is considerable criticism, resentment and, even, amusement among MPEA members over SIMPP's or, rather, its president, Ellis Arnall's attack against the French agreement.. But no serious proposal to end cooperation between the two organizations in the foreign market has been made.

•

Discussion of Arnall's current action frequently points up the fact that mutually satisfactory foreign agreements were made when SIMPP, a few years ago, assumed its share of responsibility for such pacts and sent a representative along with Eric Johnston to participate in their negotiation.

•

In fact, when James A. Mulvey, president of Samuel Goldwyn Prod., accompanied Johnston to London on several negotiating assignments, some of the best features of the resultant fiscal agreements were credited to the SIMPP representative.

•

There is no reason, other than SIMPP's own negligence, disinterest, unwillingness to share responsibility, or whatever, for SIMPP representatives not having accompanied Johnston to Paris at any time during the past year in which the recently signed French agreement was under discussion.

•

All that time SIMPP was kept fully advised of developments. It did register its opposition to subsidy features in foreign agreements, true enough. But it did not go along, as it might have, to op-

(*Continued on page 2*)

Makelim Owns 15 Story Properties; To Start Sept. 15

Hal Makelim owns or has options on 15 story properties, the first of which will roll about Sept. 15 under the exhibitor - guaranteed - playdate project, the producer said here at the weekend. Makelim said the stories to be produced under the plan would be in the action category and that he planned to avoid "problem" pictures.

At the first exhibitor meeting to be sponsored by a unit of Theatre Owners of America in Charlotte last week, Makelim said that the area's quota was overscribed by approximately 50 per cent and that practically all of the 60 to 65 exhibitors present signed contracts.

Makelim added that practically every circuit in the East, large and small, was in a stage of negotiation for the product lineup. He will meet with exhibitors in Milwaukee today and with the Southern California

(*Continued on page 3*)

NTS Marketing New Drive-in Speaker

A new speaker for drive-in theatres has just been announced by National Theatre Supply.

The unit consists of a four-inch Alnico-V, aluminum voice coil speaker, spring mounted into the two halves of a die cast aluminum housing. This method of mounting is said to assure a floating suspension which reportedly reduces shock, minimizes

(*Continued on page 3*)

New Eady Levy Dispute

Rank Organization's 550 Theatres Resign from CEA

By PETER BURNUP

LONDON, July 18.—The J. Arthur Rank Organization with its 550 theatres resigned from all Cinematograph Exhibitors Association branches in protest against what the Rank company termed a "flagrant breach of agreements" by C.E.A. officers on the share of the entertainment tax remission which is to go to British producers.

Before the government granted entertainment tax reductions, C.E.A. had agreed voluntarily to continue the Eady Plan for another three years from Aug. 1, 1954, but at a reduced rate.

In a second agreement, C.E.A. promised to share any tax remission in a proportion which would be acceptable to the four trade associations. Since the tax was reduced, producers have repeatedly pressed for implementation of this agreement but C.E.A. repeatedly refused to discuss the matter until the British Film Producers Association had presented figures specifically showing the needs of producers.

B.F.P.A. produced the figures but C.E.A. rejected them on the alleged grounds that they were inadequate and were not sufficiently detailed.

At last week's meeting of the C.E.A. executive committee, circuit representatives including Rank and A.B.C.'s Sir Philip Warter, supported by a number of independents, pressed C.E.A. officers to agree to a continuance of the Eady levy at the old rates, pending settlement of the dispute with the producers. They argued this would at least demonstrate the exhibitors' good faith.

At the instance of C. H. Whincup,

(*Continued on page 3*)

Mill Token Still Possibility in NYC Tax Scene

As local exhibitors and the New York City administration waited for a decision from a Supreme Court ruling on a temporary injunction against collection of the city five per cent amusement tax, city officials at the weekend said that a token or stamp system has not been ruled out as a substitute for the law's major fraction provision.

The possible system, now employed by the cities of Elmira and Binghampton, supplies exhibitors with tokens or tax stamps in mill amounts covering any fractions which may result from collection of the tax.

Assistant Corporation Counsel Stanley Buchsbaum, who presented the city's case for the tax before Supreme Court Justice Nicholas M. Pette last

(*Continued on page 3*)

"Betrayed"

(M-G-M)

FLAWLESS acting by a stellar cast of an absorbing and suspenseful spy story, "Betrayed" is a notable attraction destined for healthy boxoffice returns. In color by Eastman Color, it tells the story of the Dutch underground during World War II, and is one of the better Hollywood productions dealing with the war.

Clark Gable, Lana Turner and Victor Mature head the cast, with Louis Calhern, O. E. Hasse, Wilfrid Hyde White and Ian Carmichael in support. Although all performers contribute outstanding portrayals, Miss Turner's work is especially noteworthy. As an underground agent parachuted into Holland before the Allied invasion of Western Europe, she handles this, for her, unique role with conviction and facility. Photographed mainly in Holland, cinematographer F. A. Young caught a great deal of the beauty and color of the Dutch countryside and seashore to further enhance the films attractions. Some of the scenes shot at dusk compare with the finest heretofore seen on the screen. The Eastman Color also is impressive. It highlights not only the scenery, but battle sequences as well the most memorable being filmed at night.

All in all "Betrayed" shapes up as an entertainment-filled and expertly made production which will make its impress upon every type of audience.

The story concerns the activities of the Dutch resistance, led by Mature. The Allies send Miss Turner to Holland to coordinate Mature's efforts with

(*Continued on page 6*)

U.S. Films Favored By German People

HOLLYWOOD, July 18.—Western pictures as produced by American companies is "the prime favorite of German people everywhere," according to Dr. Heinz Bartsch of the German News Agency, and Theodor M. Jost, chief editor of "Allgemeine Zeitung," who visited the 20th Century-Fox studios as guests of the American Motion Picture Producers Association.

Both Bartsch and Jost stated that French and Italian films have made recent inroads in German exhibition at the expense of German products, but had not affected American playing time.

Personal Mention

MARC M. SPIEGEL, Motion Picture Export Association Continental manager, is in New York from Europe.

•

Stanley Morris, former exploitation man from Columbia and United Artists, has joined the Mickey Gross-Len Simpson public relations firm.

•

L. F. Gran, president of Gran Enterprises, Milwaukee, was married to Ann Claire Stolga recently and is honeymooning in California.

•

Babbette J. Doninger, president of Television Snapshots, left here at the weekend for Lisbon.

•

Bert Ennis, director of publicity for the Altec companies, is vacationing in Florida with his wife.

•

Maurice Hellman, Warner Brothers producer, has arrived here from London via B.O.A.C. Monarch.

•

Arthur Lubin of Columbia Pictures has left here for London via B.O.A.C. Monarch.

•

Betty Reinhardt of Buchanan & Co. left here over the week-end for a two week vacation in New England.

•

Ralph Berquist, Universal-International office manager in Atlanta, has returned after a Florida vacation.

•

Bill Brower, Universal sales representative in Atlanta, is the father of a baby girl, Jennie Lee.

•

B. W. Smith of the Paramount sales staff in Atlanta is the father of a new-born son.

House Group Vetoes Business Poll Funds

WASHINGTON, July 18.—The House Appropriations Committee vetoed an administration request for money to take a comprehensive survey of business and manufacturing next year.

The survey, which would include detailed statistics for all branches of the film industry, was supposed to have been taken this year, but Congress refused to vote funds. The Administration then put through legislation authorizing the survey for next year, but the appropriations committee has again vetoed the request for funds to carry out the job. The money could conceivably be restored in the Senate.

Mrs. Savini Dies

Funeral services were held Saturday at Huntington, L. I., for Mrs. Irene Savini, wife of Robert M. Savini, president of Astor Pictures Corp. Mrs. Savini died Thursday of a heart attack in Huntington Hospital.

Greene's Chrome-Plated 'Wagner Tax' Pennies Back-Fire, But All Is Well

When Albert Greene, owner of the Avenue U Theatre in Brooklyn, gave out "Wagner Tax" chrome-plated pennies to his patrons who, in turn, dropped regular pennies into a bottle which, when filled, would be taken to City Hall in payment of the city amusement tax, he didn't think he would have Uncle Sam on his neck.

A United States Secret Service man took Greene before a U. S. Commissioner and, after considerable discussion of law, Greene was told that plating the pennies was a violation of a U. S. statute. Greene had given out 29,000 pennies and now he's asking that his patrons return them, offering two shiny new pennies in return for one plated coin. The whole setup is explained in a large poster in front of his theatre, with the catchline: "Keep Our Manager Out of Jail." However, the government is returning good legal tender to Greene for the chrome-plated pennies.

MGM to Reissue 2 On a Test Basis

M-G-M will reissue two pictures on a test basis in five situations today and tomorrow as a combination package. The pictures are "The Asphalt Jungle" and "They Gave Him a Gun."

Three Loew theatres will open the combination Monday, in Akron, Syracuse and Reading. On the following day, the Loew houses in Harrisburg and Memphis will begin showing the double feature.

Special trailers are being prepared for theatres booking the combination.

New Service Staff Formed by Ascap

The American Society of Composers, Authors and Publishers has announced the formation of a new station relations staff which will service radio and television stations.

J. M. Collins, ASCAP sales manager, said that the specially-trained crew of men will include John T. Campbell with headquarters in Boston; Fred N. Brown, Atlanta; William J. Barzen, Chicago; William E. Fox, Jr., Dallas; and William S. Hoffman, San Francisco. These men, all of whom have been associated with the Society for a number of years, will be under the direct supervision of Samuel E. Feldman, assistant sales manager.

Canadian Imports Up

OTTAWA, July 18.—Imports of films into Canada increased slightly to $2,744,000 during the first four months of 1954 as compared to $2,729,000 in the corresponding period last year, the Canadian government reports.

Disney Starting Two More for TV Show

HOLLYWOOD, July 18.—Two new "Disneyland" television programs go into production immediately following yesterday's wind up of the filming of "Adventureland," the first in the ABC-TV series to get underway.

The two programs are "The Story of D Duck," and "How Do You Doodle," both of which will combine live action and cartoon animation." Disney TV shows have been set as Fall broadcasts.

Cooper Houses Break Okla. 'Color' Wall

OKLAHOMA CITY, July 18.—Cooper Foundation theatres have broken Oklahoma's Jim Crow barrier during the past two weeks with no ill effects, Cooper City manager Eddie Thorne stated.

Negroes have been admitted to the Criterion, Harber, Tower and Plaza Theatres, Thorne said, "but nobody in the theatre itself has actually protested even though we have had a few complaints from people who have heard about it."

The decision to allow Negroes into Cooper theatres came from a high level, Thorne said. "We are not advertising it, but anyone who wants to buy a ticket will not be refused because of his color."

Announce Changes in Evergreen Personnel

SPOKANE, Wash., July 18.—Harry H. Schmidt, assistant manager of Evergreen's Paramount Theatre, Seattle, has been named manager of the State Theatre here. He succeeds James M. Leslie who resigned after 16 years with Evergreen.

Jack T. Hamaker, Spokane city manager, also announces that Robert Cooley has succeeded James Keefe, veteran theatre manager at the Orpheum Theatre.

Dale Munkers has been named assistant manager at the State Theatre and Ronald Rogers, former assistant at the State, is now at the Fox.

Frank, UA To Talk On 'Bull' Release

HOLLYWOOD, July 18.—Exhibitor-producer W. R. Frank left here at the weekend for New York where he will confer with United Artists officials on details concerning the distribution of his CinemaScope production, "Sitting Bull," which he plans to premiere on Aug. 19 in Rapid City, S. D.

Sam Fields, 39

HOLLYWOOD, July 18.—Funeral services were held today for film editor Sam Fields, 39, a former member of the Quigley Publications bureau here, who died late last week of a heart attack. Fields, who died in an ambulance en route to a hospital from his Van Nuys home, is survived by his wife, two sons and a brother.

Tradewise . . .

(*Continued from page* 1)

pose whatever it objected to while the negotiations were in progress, or to endeavor to have included in the agreement whatever safeguards it felt were necessary.

•

SIMPP chose to remain at home, to wait till the pact was signed and then battle against it, largely on the "subsidy" issue which Johnston denies is valid.

•

SIMPP's position as a critic of MPEA agreements would be deserving of much greater consideration if it accepted its full share of responsibility in the shaping of such agreements.

'GWTW' Tops Mark In 1st E. Drive-in

TRENTON, N. J., July 18.—Playing what is said to be its first drive-in engagement in the East, "Gone With the Wind" today was heading for a first-week gross of more than $12,000 at Walter Reade's Lawrence Drive-in Theatre. Reade said that the opening day gross topped by more than 25 per cent the previous high for an opening day at the theatre.

Filmrow Outing Set

ALBANY, N. Y., July 18.—Employees of all levels of the various film concerns located along Filmrow here will hold a steak roast and outing at Picard's Grove on Aug. 16. Tickets are $5.50 for the meal, games and dancing.

Projectionist Dies

MILWAUKEE, July 18.—Eugene W. Anacker, 60, former projectionist at the Fox-Uptown theatre here, passed away. He belonged to Local No. 164, Motion Picture Projectionists' Union.

fabulous speed to
LOS ANGELES

Fly United's new
DC-7 NONSTOP
"The Advance Continental"

Leave at noon. Arrive before 5 p.m. on the nation's fastest airliner! Many extra comforts, full-course meals. DC-7 service also to Chicago and San Francisco!

UNITED AIR LINES

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Rank-CEA

(*Continued from page* 1)

C.E.A. president, rejected this proposal and, in consequence, a reduced Eady rate will become operative Aug. 1, failing some last-minute development.

Nevertheless, C.E.A. intimated that its officers are ready to sit down with government officials at any time to discuss the matter, but still want the reduced rates.

The B.F.P.A. already has reported the matter to the Board of Trade and requested government action which, if taken, would virtually mean imposition of a statutory rather than a voluntary Eady levy.

On resigning from C.E.A., Rank's theatres announced that they proposed to continue to make Eady payments at the old levy rate, regardless of C.E.A.'s position.

It is momentarily uncertain what action A.B.C. will take in view of Warter's having urged the meeting to continue the old rate.

The defection of Rank's theatres will seriously affect C.E.A.'s finances by loss of dues payments. The Rank Organization withdrew from C.E.A. once before, in November, 1951, but returned to the fold the following month.

NTS Speaker

(*Continued from page* 1)

magnet shifting and simplifies replacement. The housing also accommodates a perforated, anodized aluminum speaker screen, a volume control with recessed control knob and an extruded acrylic handle.

The housing, which is finished in a silver hammertone enamel baked on over a zinc chromate base, has a two-step window bracket for positioning in a car as well as on the speaker post coupling unit. The blue finish of the speaker screen matches the transparent blue of the extruded acrylic handle. The handle, an oval tube made by Anchor Plastics Co., provides space inside for a phosphorescent theatre name or slogan card which glows in the dark.

A "Koiled Kord" or straight neoprene covered cable makes the connection from the post unit to the speaker.

'Seventeen' Magazine Highlights 9 Films

The August issue of "Seventeen," which will be on the newsstands within a few weeks, has devoted considerable space to films currently playing on Broadway here and pictures to be released shortly.

Special stories are used on Warner Brothers' "A Star Is Born" and David O. Selznick's "Gone With The Wind." A double page spread, including a picture layout, has been used for "Ulysses," starring Kirk Douglas. Other films which are reviewed are "Living It Up," "The Student Prince," "Victory At Sea," "Magnificent Obsession," "The Unconquered" and "Her Twelve Men."

Named Station Manager

ALBANY, N. Y., July 18.—Leo Rosen, formerly with the Fabian Theatres circuit here, has been named manager of the Schine circuit's television station, WPTR, succeeding Gus Lampe, who resigned that post to become managing director of the Cross County Hospital, Yonkers, N.Y.

Indoor-Drive-in Project in Idaho

MOSCOW, Ida., July 18.—Plans are under way here for a 544-seat indoor theatre to be built on the same site as the Auto Drive-in theatre, so that film entertainment can be provided in bad weather. The new enclosed theatre is expected to be completed during October or shortly afterwards.

Loew's Theatre Changes

CLEVELAND, July 18. — Frank Murphy, Loew's theatre division manager here has announced the following managerial changes: Sam Shubouf has transferred from Loew's Akron to the Loew's Jersey City; Harry Kloyz has moved from Loew's Canton to succeed Shubouf in Akron and in turn is succeeded by Eugene Moulaison of Syracuse.

N. Y. C. Tax Scene

(*Continued from page* 1)

week, said this system of collection "is a definite possibility."

But, he explained, it would first have to be reviewed by City Comptroller Lawrence Gerosa before a final decision could be made. If enacted, the token or stamp system could be an alternative to the major fraction or bracket system now used in the law.

The latter was under fire in Supreme Court last week as attorneys for five Queens theatres called it a violation of the state "enabling act" which empowers the city to impose the levy.

The "enabling act," passed in 1947, allows an amusement tax "of up to five per cent." Attorneys for the theatres calling for a temporary injunction restraining collection of the tax, said the city law taxes more than the permitted five per cent, in some instances.

If the substitute collection method is enforced, it would avoid any overstepping of the state law and the five per cent limit. The current city tax law contains a provision allowing for adoption of the token system.

If enacted, however, such a system would create added hardships for local exhibitors, according to Thomas Bress, Loew's Theatres attorney. In addition to existing taxes on film rentals, real estate and licenses, among others, a token system would add the inconveniences of additional bookkeeping and handling.

Bress said the current statute must first be amended so as to strike out the major fraction provision. Only then could the token system be installed, he said.

In Supreme Court last week Buchsbaum pointed out that the current collection method is included in a separate section of the tax law that could be dropped without affecting the rest of the law.

He stressed that the "enabling act" said nothing about a major fraction provision. Buchsbaum emphasized "it has been the custom" to employ the major fraction method in all forms of business and banking.

Referring to another city statute under attack by the suing theatres, Bress said that the law providing for licensing of theatres, if obeyed, places theatres in the position of "Scylla and Charybdis," or "between the devil and the deep blue sea."

He was referring to a section of the city Administrative Code which places a restriction on collecting amounts exceeding the fixed admission price plus a Federal tax. If theatres collect an additional city tax, owners and employees are subject to penalty of committing a misdemeanor, according to the code.

A spokesman for Edward C. Raftery, attorney for the plaintiffs, said at the weekend that he doubted the city would switch to a token system of collection.

Such a method would be "uneconomical for the city," he said. The money involved in bookkeeping, printing and issuing the tokens or stamps, would negate any amount collected by the tax under the system, he asserted.

It would be easier for the city to alter the amount of the tax to a lower percentage, the attorney said. Meanwhile both sides in the dispute waited for a decision from Justice Pette. Neither would guess at a target date although Buchsbaum said it "may be tomorrow or six months from now."

Makelim

(*Continued from page* 1)

Theatre Owners Association tomorrow.

Makelim was in New York to conclude the agreement with William Gell of Monarch Films of London, whereby Monarch will release the Makelim program in the United Kingdom, as well as a co-production deal between Gell and Makelim for a three-picture slate to be produced in England.

'Window' Bows Aug. 4

Eighty-three business, civic and social leaders will sponsor the world premiere of Paramount's "Rear Window," which will reopen the Rivoli Theatre on Broadway, August 4.

Asides & Interludes

—by Al Steen

OUR friend Irving Lesser phoned the other day and said he had a copy of the Jan. 29, 1910, issue of the "Moving Picture World," which he said he'd be glad to lend us. Forgetting for the moment that the "World" in later years was married to Martin Quigley's "Exhibitors Herald" and became the "Exhibitors Herald World" and eventually "Motion Picture Herald," we dashed to Irving's office and picked up that almost prehistoric industry trade paper. Later we learned that we have a whole set of those old issues in bound volumes right here in this office. Oh well, it was nice to get away from the desk for a while.

* * *

Anyway, as long as we have this loose copy before us, let's take a look. A cover ad revealed that the motiograph projector in 1910 *had a price tag of* $150 *and up. Not a word about anamorphic lenses.*

* * *

A full page ad by the New York Motion Picture Co. was very outspoken about its independent product and its competitors in language like this: "We got 'em on the run since we started releasing four reels a week. Nothing but headliners. Every licensed exhibitor is beating it for an Independent Exchange to get Independent Service. Do not be a sucker all your life and listen to a lot of Bull that the Licensed Exchanges are trying to hand you that the Independent service is no good. Let us say right here that we have them lashed to the mast."

* * *

One of the big news stories of the issue told of how the Biograph Company had just acquired a new studio site in the Bronx, but that in the meantime a whole troupe of Biograph players was being sent to California, headed by Lawrence Griffith. He later became known as D. W. The headline was: "Biograph Company Migrates to the Land of Sunshine and Flowers." What, no smog?

* * *

A letter to the editor from a Wisconsin exhibitor complained about being "soaked" $39 *a week for pictures by a licensed exchange. And that the films were in a state of putrefaction. At* $39 *a week for film rentals, a lot of exhibitors today might say, "Give us more putrefaction."*

* * *

A lecturer with motion pictures was able to fill the New York Theatre to capacity that week and the "World" remarked that the event "justifies our arguments for an exclusive and model picture show house on upper Broadway."

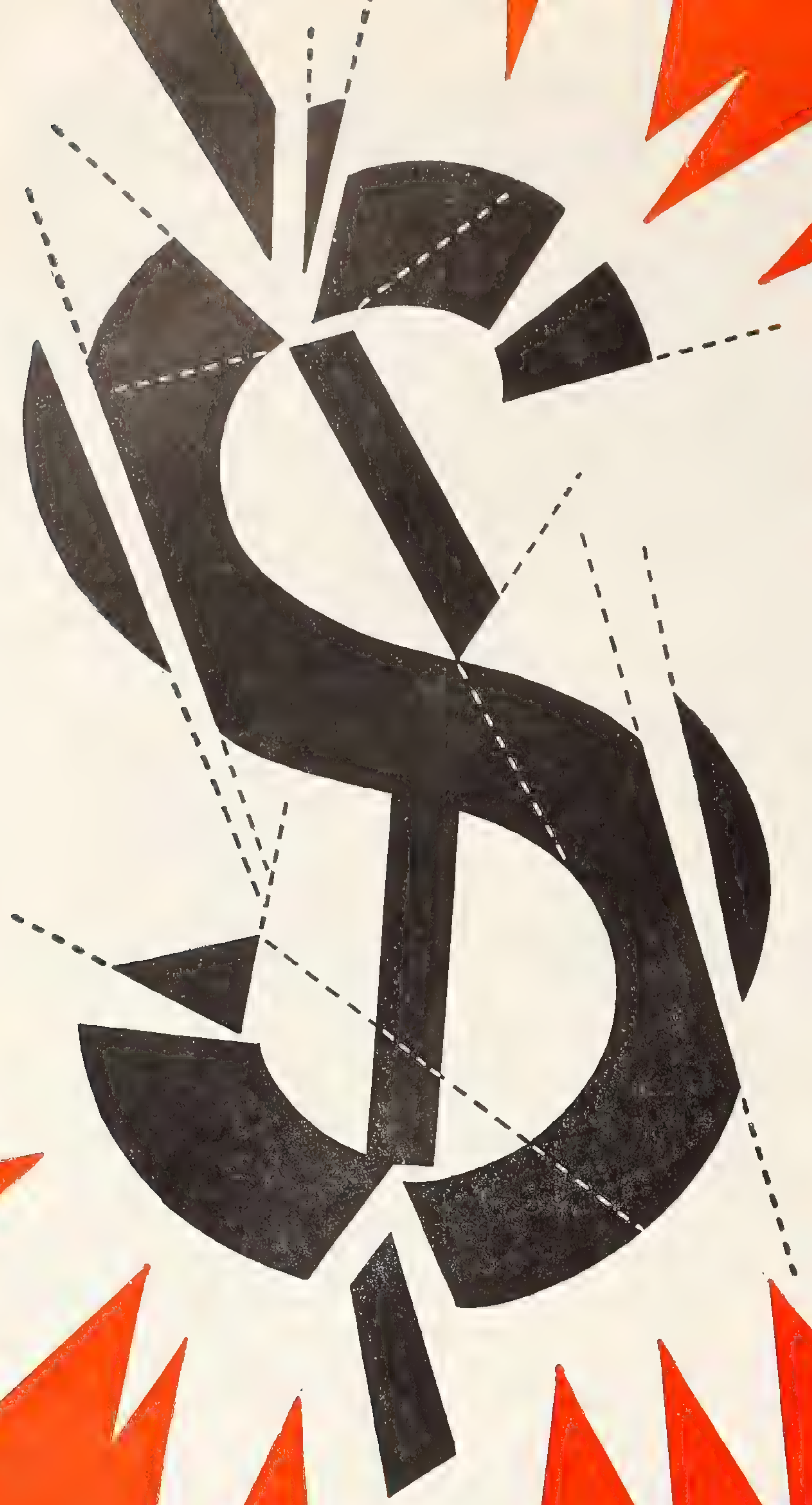
* * *

The way distributors used to advertise their pictures to the exhibitors was a work of art. Here is one by Biograph for an opus titled "The Honor of His Family," a Civil War yarn that ran 988 feet:

"To the Virginian family, pride and honor meant everything and when old Col. Pickett bids his son George adieu on the young man's departure for the front, his injunction was, 'My boy, emulate the brave deeds of those who have gone before you. Be fearless, brave and fight, fight.' George was the last of the haughty military family, and there was not a prouder man in the South than the old Colonel as he bid him goodbye. George, however, was not of the same metal and when the first skirmish occurred he ran away in fear. What a shock to the Colonel! His son was a coward. The boy enters the home and the father resorts to desperate means that the honor of the family may remain unsullied. Taking the body to the field of battle, he makes it appear that he died, sword in hand, with face toward the enemy."

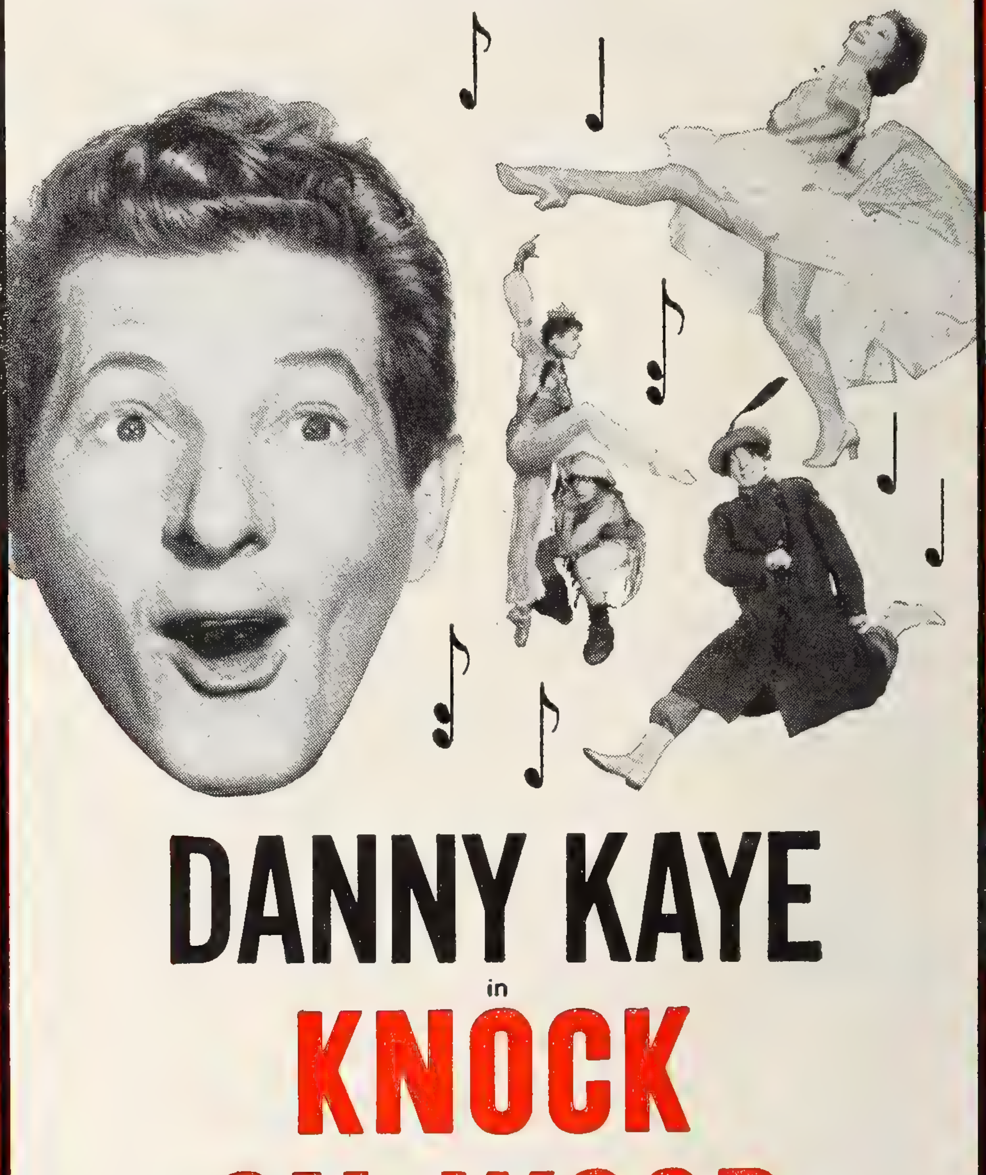
The synopsis doesn't say how Junior kicked off in the first place. Maybe the old man merely said, "Drop dead."

BOXOFF
FRO



They're playing–they're great–and they're yours to date right now. They're blasting the big money from today's big-picture market. They're proving that now you get **"Big Pictures Only–From Paramount"!**

A summer stand-out everywhere! Hundreds of engagements matching the figures of Paramount's all-time top grossers.



DANNY KAYE

in

KNOCK ON WOOD

Co-starring

MAI ZETTERLING

Color by TECHNICOLOR

Choreography by Michael Kidd

Words and Music by SYLVIA FINE

Written, Produced and Directed by

NORMAN PANAMA and MELVIN FRANK

CE DYNAMITE
M PARAMOUNT!

First openings, New York and Los Angeles, have set the profit pace for scores of key dates during July and August.

SHIRLEY BOOTH
ROBERT RYAN
IN
HAL WALLIS'
PRODUCTION

ABOUT MRS. LESLIE

Co-starring
MARJIE MILLAR · ALEX NICOL
Directed by DANIEL MANN
Screenplay by KETTI FRINGS and HAL KANTER
From the novel by Vina Delmar

Opens this week at Criterion on Broadway—following its headline World Premiere in Atlantic City that received coast to coast news coverage.

DEAN **MARTIN** & JERRY **LEWIS**
in

LIVING IT UP

Co-starring
JANET LEIGH · EDWARD ARNOLD
with
FRED CLARK · SHEREE NORTH
Color by TECHNICOLOR
Produced by PAUL JONES · Directed by NORMAN TAUROG
Screenplay by JACK ROSE and MELVILLE SHAVELSON
From the Musical Comedy HAZEL FLAGG • Book by Ben Hecht • Music by Jule Styne
Lyrics by Bob Hilliard • Based on a Story by James Street

Israel in Move to Stimulate Industry

TEL AVIV, Israel, July 18.—A bill aimed at boosting the Israel motion picture industry has been passed by parliament. Here are its main provisions:

Film programs of 90 minutes or more must include an Israel newsreel. In addition, picture houses must perform locally-made films four hours each week and more if the weekly average of performances increases.

The main stipulation, aimed at stimulating local production, is that exhibitors will not be compelled to show newsreels older than 90 days or other films older than two years.

To benefit under the law, newsreels must total a minimum of 250 meters, out of which 200 should reflect matters of public interest. Also, 80 per cent of a film must be developed and processed in the country. Certain foreign-made pictures can be shown provided they have been processed in Israeli studios.

2 'Kings' Premieres Seven Hours Apart

The world premiere of MGM's "Valley of the Kings" will be held in New York and Cairo seven hours apart, Wednesday evening, the company announced at the weekend.

In New York the film will open at the Plaza Theatre, with box office receipts to be turned over to the School of Archaeology of the University of Cairo. The Cairo premiere will be at the Metro Theatre and the audience will include local dignitaries.

Reviews

"The Diamond Wizard"

(Pallos-United Artists)

A SUCCESSFUL low budget picture is always welcome, but one that looks and sounds its cost has little to recommend it. Acting and photography are routine and the direction, Dennis O'Keefe's first effort, lacks distinction. It was made in England for 3-D but is being released in 2-D.

O'Keefe, also the film's star, plays a T-man who goes to London and with the help of Scotland Yard inspector, Philip Friend, searches for the slayer of his buddy, killed while trying to thwart thieves who have stolen $1,000,000 from the U. S. Treasury. Their London cohorts plan to give them flawless synthetic diamonds in exchange. At the Yard he meets Margaret Sheridan, who does not know that her father has been forced to produce the synthetics. When the wild-haired wizard rebels, Margaret is intercepted and both are locked in the vault of a one-time brewery, now turned laboratory. Here the intended 3-D effects of the hissing cauldrons and the flashing lights and sparks of the control booth lose some of their effectiveness in the standard film. O'Keefe rescue the pair while the ringleader is destroyed in the flames.

The cast also includes Alan Wheatley, Francis De Wolff and Eric Berry. The screenplay is by John C. Higgins. Steve Pallos produced.

Running time, 83 minutes. General classification. Release date, not set.

"Betrayed"

(Continued from page 1)

those of Allied armies. Gable is a Dutch agent who falls in love with Miss Turner.

After several exciting and realistic battle sequences the group learns that it is suffering extraordinarily high casualities because of a spy in its own ranks. Gable is assigned to uncover the agent. He at first suspects Miss Turner but, after several escapades and a great deal of observation, he learns that Mature is the guilty one. In a stirring climax, Mature is shot when he tries to escape capture and Miss Turner returns safely to Gable from behind the German lines.

Gottfried Reinhardt directed from the screenplay by Ronald Millar and George Froeschel. Walter Goehr wrote the score.

Running time, 108 minutes. General classification. For release, Sept. 3.

FRANCIS BACKILMAN

"CRASHOUT"

We plan shortly to put into production a new feature-length black and white motion picture, "Crashout," starring William Bendix, Arthur Kennedy, Robert Strauss and other stars to be announced. It will be directed by Lewis R. Foster and has been written for the screen by Lewis R. Foster, Hal E. Chester and Fred Freiberger. It is the story of six convicts who crash out of prison and leave a trail of blood and violence across the countryside.

At this time we are soliciting offers from theatres to play this picture.

Upon telegraphic request, we will air-mail the synopsis of this story. We plan to release this picture on or about November 15, 1954.

Any theatre operator who is interested in playing this picture should write us prior to August 2, 1954, making an offer to license the picture for exhibition. In such offer he should identify the theatre, giving its seating capacity, and state the terms he offers for playing the picture in such theatre.

If any offer so made is acceptable to us we shall advise the theatre operator and send him our usual form of picture licensing agreement incorporating the terms of such offer, within the period of ten (10) days.

FILMAKERS RELEASING ORGANIZATION
233 South Beverly Drive
Beverly Hills, Calif.

COMPO Ad Reprints E & P Editorial

The 21st in a series of COMPO ads in Editor & Publisher, which was published Saturday, reprints an editorial from that publication which raises the question as to why newspapers give free space to television, the papers' competitor, while applying a penalty advertising rate to theatres, which do not compete with newspapers.

Headed "The $64 Question," the editorial says: "The manager of a group of moving picture houses presented a $64 question recently when he asked California admen why they give free space to television listings while charging movies premium rates for advertising. A show of hands at the meeting indicated about half of those present accept local theatre ads at the local rate, the other half getting a premium rate.

"The big question," the editorial continues, "involves two questions: should newspapers be giving radio and television, competitors for the advertising dollar, a free ride in program listings; should newspapers be charging local theatres, which do not compete for advertising, premium ad rates?"

Baron to Portland

PORTLAND, Ore., July 18.—A W. Baron, Warner Brothers salesman, has joined the Portland sales staff. He was for a number of years located in San Francisco. He replaces Carl Miller, who transferred to the San Francisco office in a sales capacity.

In the THEATRE Equipment & Refreshment World . . .

. . with RAY GALLO

LITERATURE describing a complete line of "Standard" multi-channel and single-channel sound systems designed specifically for small theatres has been sent up by the Westrex Corp. Last month the company announced similar equipment for theatres of large seating capacity. The new "Standard" systems include the "R9" reproducer for multi-channel magnetic sound and the "Integrator" for Perspecta (multi-channel optical) Sound. Also included are the "A116" power amplifier; the "T604-A" pre-amplifiers; and the "33" cabinet assembly, which includes a muting amplifier for auditorium speaker control in addition to the four magnetic pre-amplifiers and switching arrangements. The Westrex "Standard 38" cabinet provides for three-channel or four-channel magnetic or optical reproduction, self-contained monitoring and non-synchronous and emergency switching facilities. Stage loudspeakers assemblies are also available, including the "L8" at a minimum cost; the "L9" for somewhat larger theatres and the "T501A" at somewhat higher cost than both.

●

The nine shades of "Lustra Double-Duty" fluorescent lamps are described and illustrated in a new brochure, "A Miracle of Light," issued by Lustra Corporation, Brooklyn, N. Y. The brochure presents the company's expanded fluorescent lamps line and, in addition to general lighting information, contains suggested applications for each of the nine fluorescent shades.

●

The Cadet

"The Cadet" is a new dispenser for non-carbonated beverages (see photo) designed as a smaller size companion model of the "Cascader" manufactured by the Frigidrink Dispenser Co., Chicago. Both dispensers are equipped for illuminated cascading action of the beverage for counter display. The new unit's capacity is six gallons, and it has a 1/4 h.p. hermetically sealed compressor. All working parts are easily accessible for cleaning. The unit is 16 inches in diameter and stands 25 inches high.

●

Arthur C. Bryan has been appointed vice-president and general manager of consumer products and William H. Feathers, vice-president and general manager of industrial products of the National Carbon Co., a division of the Union Carbide and Carbon Corp., according to an announcement by A. S. Johnson, president.

Come and see the
Important Attraction
that's
**"HITCHCOCK'S
BEST!"**
—M. P. DAILY

PARAMOUNT TRADE SHOWS • TUESDAY, JULY 20TH

JAMES STEWART

in

ALFRED HITCHCOCK'S

REAR WINDOW

Color by
TECHNICOLOR

GRACE KELLY · WENDELL COREY · THELMA RITTER

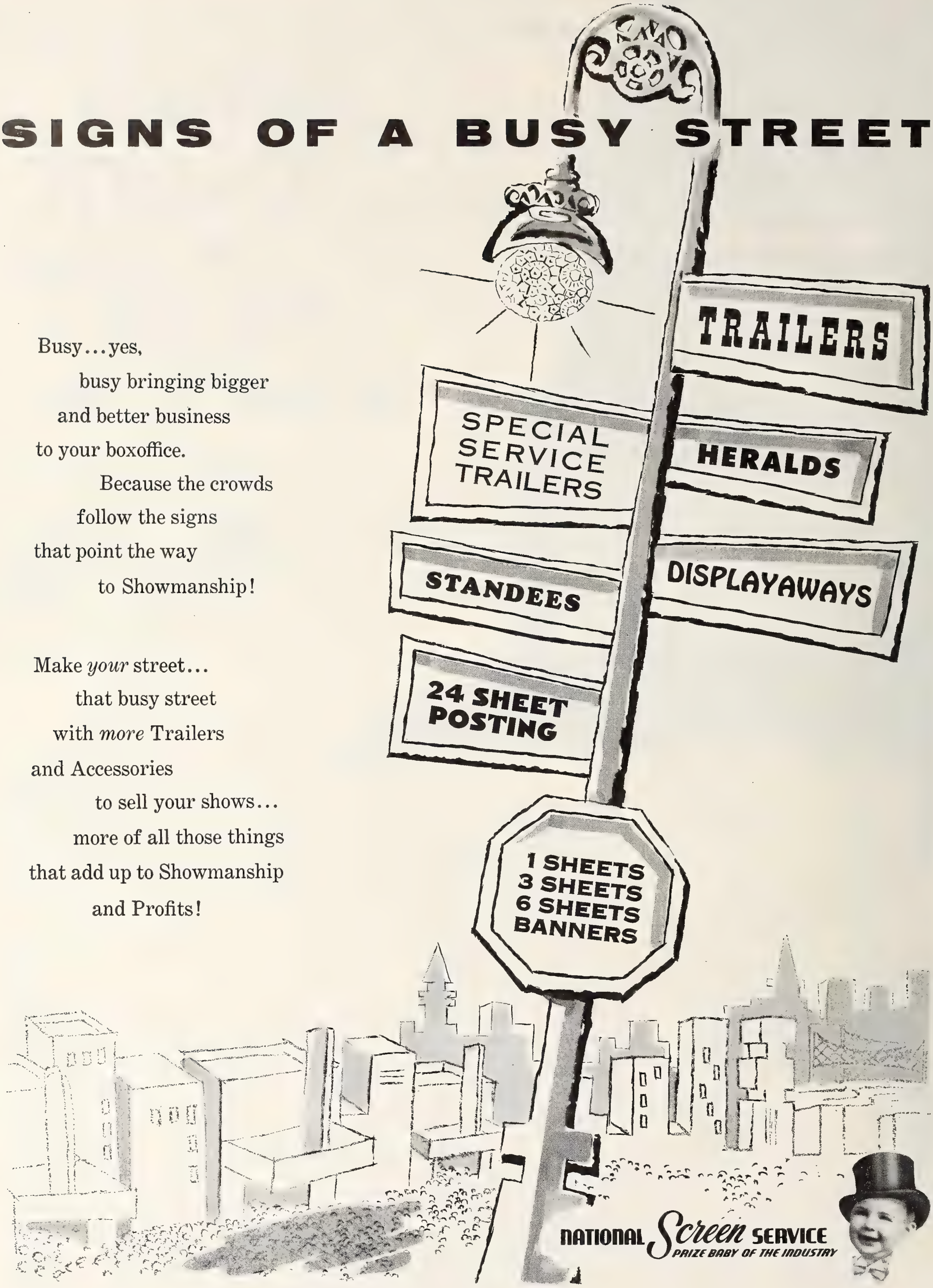
with RAYMOND BURR · Directed by ALFRED HITCHCOCK
Screenplay by JOHN MICHAEL HAYES
BASED ON THE SHORT STORY BY CORNELL WOOLRICH
A PARAMOUNT PICTURE

CITY	PLACE OF SCREENING	TIME
ALBANY	FOX SCREENING ROOM, 1052 Broadway	2:30 P.M.
ATLANTA	R.K.O. SCREENING ROOM, Atlanta	2 P.M.
BOSTON	PARAMOUNT PROJECTION ROOM, 58-62 Berkeley Street	2 P.M.
BUFFALO	PARAMOUNT PROJECTION ROOM, 464 Franklin Street	2 P.M.
CHARLOTTE	PARAMOUNT PROJECTION ROOM, 305-7 South Church Street	10 A.M.
CHICAGO	PARAMOUNT PROJECTION ROOM, 1306 South Michigan Avenue	1:30 P.M.
CINCINNATI	PARAMOUNT PROJECTION ROOM, 1214 Central Parkway	2:30 P.M.
CLEVELAND	PARAMOUNT PROJECTION ROOM, 1735 East 23rd Street	8:30 P.M.
DALLAS	PARAMOUNT PROJECTION ROOM, 401 N. Pearl Expressway	2 P.M.
DENVER	PARAMOUNT PROJECTION ROOM, 2100 Stout Street	2 P.M.
DES MOINES	PARAMOUNT PROJECTION ROOM, 1125 High Street	2 P.M.
DETROIT	PARAMOUNT PROJECTION ROOM, 479 Ledyard Avenue	2 P.M.
INDIANAPOLIS	PARAMOUNT PROJECTION ROOM, 116 West Michigan Street	2 P.M.
JACKSONVILLE	FLORIDA THEATRES SCREENING ROOM, Florida Thea. Bldg.	2 P.M.
KANSAS CITY	PARAMOUNT PROJECTION ROOM, 18th and Wyandotte Sts.	10 A.M.
LOS ANGELES	PARAMOUNT PROJECTION ROOM, 1613 West 20th Street	1:30 P.M.
MEMPHIS	PARAMOUNT PROJECTION ROOM, 362 South Second Street	12:15 NOON
MILWAUKEE	PARAMOUNT PROJECTION ROOM, 1121 North Eighth Street	2 P.M.
MINNEAPOLIS	PARAMOUNT PROJECTION ROOM, 1201 Currie Avenue	2 P.M.
NEW HAVEN	PARAMOUNT PROJECTION ROOM, 82 State Street	2 P.M.
NEW ORLEANS	PARAMOUNT PROJECTION ROOM, 215 South Liberty Street	10:30 A.M.
NEW YORK CITY	PARAMOUNT PROJECTION ROOM, 1501 Broadway (9th Fl.)	10 A.M.
OKLAHOMA CITY	PARAMOUNT PROJECTION ROOM, 701 West Grand Avenue	10:30 A.M.
OMAHA	FOX SCREENING ROOM, 15th & Davenport Streets	1:30 P.M.
PHILADELPHIA	PARAMOUNT PROJECTION ROOM, 248 North 12th Street	2 P.M.
PITTSBURGH	PARAMOUNT PROJECTION ROOM, 1727 Boulevard of Allies	2 P.M.
PORTLAND	PARAMOUNT PROJECTION ROOM, 909 N. W. 19th Avenue	2 P.M.
ST. LOUIS	PARAMOUNT PROJECTION ROOM, 2949-2953 Olive Street	1 P.M.
SALT LAKE CITY	PARAMOUNT PROJECTION ROOM, 270 East 1st South Street	1:30 P.M.
SAN FRANCISCO	PARAMOUNT PROJECTION ROOM, 205 Golden Gate Avenue	2 P.M.
SEATTLE	B. F. SHEARER COMPANY, (PROJECTION ROOM) 2318 Second Avenue	1:30 P.M.
WASHINGTON	PARAMOUNT PROJECTION ROOM, 306 H Street, N.W.	8 P.M.

SIGNS OF A BUSY STREET

Busy...yes,
busy bringing bigger
and better business
to your boxoffice.
Because the crowds
follow the signs
that point the way
to Showmanship!

Make *your* street...
that busy street
with *more* Trailers
and Accessories
to sell your shows...
more of all those things
that add up to Showmanship
and Profits!


TRAILERS
SPECIAL SERVICE TRAILERS
HERALDS
STANDEES
DISPLAYAWAYS
24 SHEET POSTING
1 SHEETS
3 SHEETS
6 SHEETS
BANNERS

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 76. NO. 13 NEW YORK, U. S. A., TUESDAY, JULY 20, 1954 TEN CENTS

FEDERAL TRADE COMMISSION AND MPEA TO MEET ON FRENCH PACT

WASHINGTON, July 19.—Officials of the Motion Picture Export Association are scheduled to meet with Federal Trade Commission officials some time this week to give the Commission MPEA's side of the recent French agreement.

Ellis Arnall, head of the Society of Independent Motion Picture Producers, has protested to the FTC that the recent French agreement brings MPEA into violation of the Webb-Pomerene Act. The Commission is investigating this complaint, and as part of the investigation has scheduled the meeting with MPEA staff members.

Wide Screen, Sound Installations Cause Slight PT Net Drop

Increased depreciation charges, due to the installation of new theatre wide-screen and sound equipment, were primarily responsible for a small drop in the net operating profit in American Broadcasting-Paramount Theatres' second quarter, president Leonard Goldenson explained here yesterday in announcing second quarter and half-year earnings.

Goldenson reported that the estimated profit for the second quarter was $715,000 or 14 cents per share on the common stock, compared with $756,000 or 16 cents per share in the same period last year. For the first six months of 1954, the estimated net operating profit was $1,754,000 as against $2,236,000 for the corresponding 1953 period.

Capital gains for the second quarter and for the first six months were to local European product, and one

(*Continued on page* 4)

IFE to Hold First Sales Convention

I.F.E. Releasing Corp., will hold its first national sales convention in August, Bernard Jacon, vice-president in charge of sales, announced. All division managers, district managers and salesmen will meet with the New York executives at conferences in New York, commencing Aug. 6. Daily and evening meetings and screenings will be held through Aug. 10.

"The convention is being held at this time," said Jacon, "because circumstances have never been so favorable for I.F.E. at any time during its 20 months of operation. We intend to discuss the vast changes that have occurred throughout the nation distribution-wise during the past year and acquaint the field force first-hand with our strong product line-up for 1954-55, so that fullest advantage may be taken of both factors. We hope to demon-

(*Continued on page* 4)

Set Meet on Eady Levies

LONDON, July 19. — Representatives of British Film Producers Association and Cinematograph Exhibitors Association have been invited by Peter Thorneycroft, president of the Board of Trade, to meet with him tomorrow to discuss differences in views on future Eady Plan payments. The differences led last week to the resignation from C.E.A. of J. Arthur Rank's Odeon and Gaumont circuits.

Thorneycroft made it clear that the meeting will be explanatory and exploratory and that there is no suggestion of the government acting as arbitrator in the dispute between the two

(*Continued on page* 2)

Not Ready for Draft

Arbitration Group Seeks Agreement in Principle

Discussions to date on the formula for an industry arbitration system have been centered on efforts to reach an agreement in principle on the entire scope of arbitration, it was reported yesterday following a meeting of the joint exhibitor-distributor arbitration sub-committee. No effort has been made as yet to put the proposed provisions into "language."

Problems such as the issues that are to be subjects for arbitration have been explored in the sessions held thus far. These problems are said to be those incorporated in the distributors' draft of an arbitration plan drawn up in 1952. Technically, the sub-committee is not a drafting group and the ultimate formula may be placed in the hands of a different group, it is reported.

The committee is scheduled to meet here again tomorrow.

U-I's Aboaf Sees Boom Era for Films In Overseas Market

In view of an upswing in product quality, Universal-International faces a "record breaking" year for distribution abroad, Americo Aboaf, U-I vice-president and foreign sales manager, said at a trade press conference here yesterday.

Aboaf last week completed an eight-week tour of five European countries studying the U-I distribution picture as well as attending a company foreign sales convention in Barcelona.

This will be a record breaking year for U-I, he stated, and "we are looking forward to a "tremendous year" in 1955, Aboaf said. He pointed to his company as well as industry-wide empasis upon quality over quantity in American product as the reason.

He called the trend the best answer

(*Continued on page* 4)

Survey Reveals

N.E. Grosses Are Topping Same Period of Last Year

By FRANCES HARDING

BOSTON, July 15.—The general interest that the public has displayed towards wide screen and CinemaScope productions, plus the 10 per cent reduction in the admission tax has brought business to the point where it is ahead of last year's figures in many instances, according to a survey conducted among theatre circuits and independents throughout the five New England states, excluding Connecticut. The suburban or neighborhood house is still suffering except when playing a so-called "big" picture, not necessarily CinemaScope. With the public's appreciation of CinemaScope presentations, however, theatre buyers and bookers are quick to realize that not every CinemaScope presentation means a box-office bonanza. The public, they say, still exercises discrimination in its film selections and the old adage remains true—a good picture will do good business. Good product is still scarce, film ren-

(*Continued on page* 4)

Sid Rogell Succeeds Klune at 20th-Fox

HOLLYWOOD, July 19.—Sid Rogell has been appointed executive production manager of the 20th Century-Fox studio, succeeding Ray Klune who resigned last week to join Hecht-Lancaster Productions. Rogell has held top executive posts with RKO and Columbia, produced a western series starring John Wayne for Warner Brothers and has been with 20th-Fox since December, 1952.

Korda Joins Woolf; Plans Four Yearly

LONDON, July 19. — Sir Alexander Korda, separated from British Lion since the government put the company in the hands of receivers reecntly, will release through John Woolf's Independent Film Producers.

Korda plans four films annually, the first of which will be Shakespeare's "Richard III," starring Laurence Olivier. Robert Dowling is reported to have offered Korda financing. Woolf will provide distribution guarantees for the Korda productions. Korda's four, added to Woolf's Romulus Films' output, should provide a schedule of about 12 top-grade films in the next year.

Heretofore, the Woolf product has been distributed by British Lion. Whether or not that arrangement will be continued has not been determined yet.

Illinois Allied Elects Officers on Thursday

CHICAGO, July 19.—Officers and directors of Allied Theatres of Illinois will be held here on Thursday at a membership luncheon meeting in the Blackstone Hotel.

At a directors' meeting, Jack Kirsch, unit president, echoed the sentiments of Abram Myers, Allied general counsel, in scoring the distributors for allegedly demanding "unconscionable" terms for product which, he said, "is threatening the existence of exhibition and is depriving the ex-

(*Continued on page* 4)

Personal Mention

LEO F. SAMUELS, worldwide distribution chief for Walt Disney Productions, returned to New York yesterday from the Coast.

●

JOSEPH H. MOSKOWITZ, vice-president and Eastern studio representative of 20th Century-Fox, returned here yesterday from Hollywood.

●

MEYER FINE, president of Associated Circuit of Cleveland, accompanied by his wife, has left for a European vacation.

●

MARTY WOLF, assistant general sales manager of Altec Service Corp., is in Washington from here.

●

L. D. NETTER, JR., general sales manager of Altec Service Corp., has returned to New York from Chicago.

●

WILLIAM D. KELLY, head of M-G-M's print department, has returned here from a Florida vacation.

U-I Reports Record 'Obsession' Gross

Universal - International's "Magnificent Obsession," which had its world premiere at the RKO Palace Theatre in Cleveland Thursday night followed by openings Friday in Chicago, Atlanta, Akron and Youngstown, is rolling up record business in all these situations, the company announced yesterday.

The picture, which is being given "The Glenn Miller Story" promotional treatment by U-I, outgrossed its predecessor in its premiere and first three days at the Cleveland Palace. It drew $20,246. At the United Artists Theatre in Chicago, it is said to have broken the 20-year house record over the weekend with a gross of $24,993. In Atlanta, it was $10,318 at the Loew's Grand and at the Warner in Youngstown it totalled $6,998. At the Akron Palace the three-day figure was $7,220, also outgrossing "Glenn Miller."

See $18,000 For 'Susan'

SAN FRANCISCO, July 19. — RKO Pictures' "Susan Slept Here" is expected to gross $18,000 for the initial week of its world premiere at the Golden Gate Theatre here, it was reported yesterday. The film's gross for the first five days was better than $14,000, it was said.

Dietz on New TV Show for Autumn

Howard Dietz, Loew's-M-G-M vice-president, will be a panel member on the new television show, "Riddle in Rhyme," to be presented in the fall by Herbert Rudley. Ogden Nash will be starred on the quiz type program with Faye Emerson, Ilka Chase and Abner Dean as other panelists.

This Year's Annual Milestone Award To Be Presented to Schenck Brothers

HOLLYWOOD, July 19.—This year's recipients of the Screen Producers Guild annual Milestone Award will be Joseph M. and Nicholas M. Schenck, it was announced at the weekend by Arthur Freed, SPG president.

Joseph Schenck

Nicholas Schenck

Freed said that the Schenck brothers had been elected unanimously by the Guild for their "historic contributions to the motion picture industry." The award will be made at the Guild's annual dinner here in mid-November. Joseph Schenck, who was a co-founder with Darryl F. Zanuck of 20th Century Film Corp., which ultimately merged with Fox Films, is chairman of the board of United Artists Theatre Circuit and of Magna Theatre Corp. Nicholas Schenck is president of Loew's, Inc.

The Schencks entered the amusement field in 1908 with the construction of Paradise Park, Ft. George, N. Y., later purchasing Palisades Park in New Jersey, in which Marcus Loew became a partner.

Oppose Ticket Tax Increase in Italy

ROME, July 19.—The government was urged by the Parliamentary committee for entertainment to avoid imposing any new fiscal burden on Italy's show business which, it was stated, already is paying all that it can bear.

The group issued a statement yesterday referring to the proposed increase in the government's admissions tax. The statement was signed by deputies of all political affiliations, including Neo-Fascists, Democratic Christians and Communists. It made reference to the recent modification of the Federal admissions tax in the U.S.

An exhibitor association bulletin here said theatre owners may close theatres one day in turn as a protest against the tax increase if the government insists upon introducing the bill.

West Coast 'Angels' Company Formed

HOLLYWOOD, July 19. — President Wallace Garland of Broadway Angels, Inc., which financed "Pajama Game" and other stage plays, yesterday announced the formation of an affiliate organization, Hollywood Angels, Inc., which will finance theatricals, motion pictures, television packages and other stage enterprises. Lawrence Schwalb, Jr., will head the new company.

'Apache' At Mayfair Takes $43,000 in Bow

Hecht-Lancaster's "Apache," a United Artists release currently at the Mayfair Theatre here, recorded a high gross of $43,000 in its first week at the Broadway house, the theatre announced yesterday. The "Apache" gross was termed as "the best of the year."

Industry Leaders At Bernhard Rites

More than 200 leaders of the industry attended the funeral services for Joseph Bernhard of the Stanley Warner Corp., for many years a prominent figure in industry activities, Sunday morning at the Frank E. Campbell Funeral Parlor here. Rabbi Wm. F. Rosenblum of Temple Israel officiated. Intimate friends accompanied Mrs. Bernhard and their four sons to the interment in Mt. Sinai Cemetery, Philadelphia. Among those present in the Chapel were:

Mr. and Mrs. S. H. Fabian, Sam and Arthur Rosen, Mr. and Mrs. Harry M. Kalmine, Major and Mrs. A. W. Warner, Nathaniel Lapkin, Louis deRochemont, J. Howard Rubin, Mr. and Mrs. Spyros Skouras, Al Lichtman, Ben Kalmenson, Ned Depinet, David Fogelson, Moe Silver, Mr. and Mrs. Ted Schlanger, Harry Goldberg, Frank Damis, W. Stewart McDonald, Sol Schwartz, Mr. and Mrs. Carl Siegel, Frank Cahill, Borden Mace, Wolf Cohen, Arthur Rapp, Harold Berkowitz, William German, Phil Harling, Frank Marshall, Stuart Aarons, Dan Triester, Herb Copelan and William Brumberg.

'Little Fugitive' to UA For Foreign Release

United Artists has acquired the distribution rights for "Little Fugitive" in Great Britain, Canada and the 47 Commonwealth countries, it was announced by Fae R. Miske, treasurer of Joseph Burstyn, Inc., which is releasing the picture in the United States.

International distribution for "Little Fugitive" has already been set in France, Belgium, Italy, Spain, Portugal, Sweden, Switzerland, Denmark, Holland, Israel and Yugoslavia, while negotiations are continuing with representatives of other foreign countries that import American films.

New Italian Film Pact Better Than Old, Rome Believes

By ARGEO SANTUCCI

ROME, July 19. — Official sources here say the new film agreement with the American industry is more favorable to Italy economically than the expiring agreement which authorized the remittance to America of 40 per cent of film profits.

The balance of the profits is to be frozen here and, it was stated, 40 per cent of it can be used only for co-productions, the purchase of Italian films or in payment for American distributors' expenses here. The other 60 per cent can be used for "socially important" investments.

U. S. Allowed 225 Releases

Under the two-year agreement the American companies are authorized to release 189 features per year directly and 35 through Italian distributors. Of the 225 features which the Americans could import under the old agreement, only 16 were released through independents.

It was also stated that I.F.E.'s debts to American companies through funds advanced to it previously have been so satisfactorily settled that I.F.E. could plan a five-year program for the improvement in distribution of Italian releases in the American, Canadian and Far Eastern markets, including improved dubbing studios and sales to American television.

Eady Tax

(Continued from page 1)

trade associations. Exhibitors will continue to maintain that producers must show detailed figures demonstrating their need for the new Eady levies they are demanding. Thorneycroft reportedly agrees with the exhibitors in this stand on the basis of a private showing already made to him.

The whole design is that the exhibitors are ready to assist worthwhile producers in accordance with their need, but are not willing to bolster swollen profits of the film makers.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"THE STUDENT PRINCE"
In CinemaScope starring
Ann BLYTH • Edmund PURDOM
and the Singing Voice of MARIO LANZA
Color by ANSCO An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

WARNER BROS present WILLIAM A. WELLMAN'S
THE HIGH AND THE MIGHTY
CINEMASCOPE AND WARNERCOLOR
starring
JOHN WAYNE - CLAIRE TREVOR - LARAINE DAY - ROBERT STACK
JAN STERLING - PHIL HARRIS - ROBERT NEWTON - DAVID BRIAN
A WAYNE-FELLOWS PRODUCTION
PARAMOUNT
TIMES SQUARE

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

JULY 4TH IS OVER BUT THE APACHE FIREWORKS HAVE JUST BEGUN!!

HOLDOVER! CHICAGO, Roosevelt Theatre

HOLDOVER! BOSTON, Loew's State & Penn

HOLDOVER! NEW ORLEANS, Loew's State

HOLDOVER! PITTSBURGH, Loew's Penn

HOLDOVER! DETROIT, Palms

HOLDOVER! HARTFORD, Loew's Poli

HOLDOVER! DAYTON, Loew's

HOLDOVER! FRISCO, United Artists—3rd Week

And in N.Y., Variety reports "Soaring to a terrific figure at the Mayfair"... but that's only part of the story—you can't list them all *and they're all terrific!*

BURT LANCASTER in APACHE JEAN PETERS

QUALITY PICTURES IN QUANTITY
UA

in color by Technicolor

with IAN MacDONALD · CHARLES BUCHINSKY · JOHN DEHNER PAUL GUILFOYLE · WALTER SANDE · JOHN McINTIRE · Written for the Screen by JAMES R WEBB · Based on the Novel "BRONCHO APACHE" by PAUL I WELLMAN · Released thru UNITED ARTISTS

A HECHT-LANCASTER PRESENTATION · PRODUCED BY HAROLD HECHT DIRECTED BY ROBERT ALDRICH

35TH ANNIVERSARY
1919 UA 19

N. E. Groups

(*Continued from page* 1)

tals are still high but it is first and last the quality of the film that counts, the bookers declare.

Breaking down the sectors into downtown theatres, neighborhoods, theatres in industrialized areas and drive-ins, the downtown Boston theatres are generally ahead of last year's figures, a survey shows. One of the top circuits having three first runs, the Metropolitan and the twin Paramount and Fenway Theatres, reports that the installation of full CinemaScope with stereophonic sound has proved its value. The choice CinemaScope films which the company buys usually go into the 4,300-seat Metropolitan, with the Paramount and Fenway taking the second best selection. These films do well. But with a shortage of top CinemaScope productions, the twin houses sometimes have to suffer from lack of good product which causes the grosses to drop to a degree. The Metropolitan, playing more of the so-called "big" pictures and more of the better CinemaScope films can report grosses ahead of last year. The same is true with the Keith Memorial Theatre, another motion picture palace which installed the full CinemaScope equipment in its earliest stages. Loew's twin houses, the State and the Orpheum, showcases for Metro product, have done good business with the top M-G-M films, particularly CinemaScope films. The Astor, an independent house which plays longer runs and "artier" films, is also ahead of last year's figures. "The Caine Mutiny," housed there for an indefinite run, broke all house records in its first week.

Lack of Public Interest

The neighborhoods and suburban theatres without the new wide screen equipment are suffering from lack of public interest. These spots are really hurt. Many have no adequate parking facilities and the 10 per cent reduction in the admission price is the only thing keeping them alive. Even the neighborhoods with the single optical sound track for showing CinemaScope pictures are behind last year's figures. However, a top picture, one that is recognized on its merits, can pull the theatre out of the depression.

In the highly industrialized areas where the textile business has suffered losses of plants to the southern sections of the country throwing thousands out of work, the problem is critical. South of Boston, for instance, such as Fall River and New Bedford, the houses equipped with CinemaScope are faring well. The others are not. In Maine where television made its entrance this fall, all the spots, whether CinemaScoped or not, are suffering. One circuit head maintains that it takes nearly four years for a newly-developed TV section to get its patrons back into the theatre.

The brightest star in the industry horizon is the drive-in field. This New England area was perhaps the last to enter the drive-in category on a large scale and the owners are reaping the rewards today. In nearly every instance the business is ahead of last year. The Redstone circuit, operating four large open airers in Massachusetts with a fifth about to open its gates late this month, is so optimistic about the future of the business that the management is spending large sums of money to add new wide screens, CinemaScope equipment, additional ramps and larger and more efficient concession stands with all sorts of gadgets to appeal to patrons and children. The New England populace, perhaps slower to take to any new idea, has at last come to recognize the appeal of a drive-in theatre so that today New England is doing a flourishing business.

Screen Price Cut

C'Scope Changing Release Pattern of 20th in U.K.

By PETER BURNUP

LONDON, July 19.—A one-third cut in the price of Miracle Mirror screens —which are now being fully produced in Britain—is announced by J. Arthur Rank's British Optical and Precision Engineers.

Two types of the screen are now available:

¶ Head-on pattern for theatres where projector and screen are approximately in horizontal line:

¶ Tilted pattern with an in-built tilt of 11 degrees for steep projection angles.

A bottle-neck in stereophonic sound installations and anamorphic lenses is still being encountered by exhibitors here with a delay up to four months. Twentieth-Fox states that it is doing everything possible to unsnarl the equipment position and one exhibitor has found it possible to obtain a full equipment from the Philips concern in Eindhoven, Holland.

Sidney Bernstein's Granada Theatres promises to hold a significant position in the CinemaScope release pattern. The group has gone over wholeheartedly to full stereophony. Seventeen of the Bernstein houses are now fully equipped with six others, currently in process. Bernstein estimates that the majority of his 55 theatres will be fully equipped by the end of 1954. So strong has the Bernstein CinemaScope booking position become that even the 3,678-seated Davis Theatre—dominant in the London suburb of Croydon—must hold up its screening of the "The Robe" until the picture comes to the neighboring Bernstein house.

That situation may be corrected if talks reportedly now proceeding between 20th-Fox and Associated British Cinemas come to fruition. A.B.C., which has not played a 20th-Fox picture for many years, has given a release to the company's "Three Texans."

It is understood that 20th-Fox has hopes of A.B.C. taking over the Rank group's traditional position of principal release channel of 20th Century-Fox product.

Aboaf Sees Overseas Boom

(*Continued from page* 1)

of the strongest arguments against the growth of television in Europe.

Aboaf said that European exhibitors are in a much better position to fight the television rise there than exhibitors were here when the new medium came on the American scene.

They won't be "caught" as exhibitors were in the U.S., he said. Again he named top American product, of superior quality, as the determining factor in European exhibition's fight to stem the television tide.

The increasing strength of pictures over the past eight to 12 months, Aboaf said, is, in addition, "our best defense against all foreign restrictions." He pointed to the fact that European exhibitors were "anxious" to know of U-I's future plans and production schedules.

Exhibitors in Europe, "generally speaking, are with us," Aboaf said. This is apparent, he continued, in spite of inroads being made by local product, in Italy and Germany especially. But the quality of U.S. product has "enabled us to hold our own," Aboaf said.

During his tour abroad, Aboaf said that approximately 200 foreign exhibitors were shown excerpts of current and coming U-I productions. The U-I product was shown to theatremen in Belgium, Italy and West Germany, with positive reactions from all, he said. Exhibitors are making money throughout Europe with good local and top U.S. product, according to the U-I executive. He cited West Germany, Belgium and Italy as three of the best markets for U.S. pictures.

The recent Italian agreement, he said, is not the best thing in the world, but it "is workable." He went on to say that the future "is a very rosy one" in Italy, as far as remittances are concerned.

In Germany, U-I is doing good business as compared to last year despite many difficulties. The German market "is a very progressive one," according to Aboaf, with a great deal of reconstruction and remodeling of theatres in process.

American product by far takes up the largest proportion of playing time in Belgium, Aboaf said. In addition, he said that Spain is in need of many more imports, but that the Spanish government is placing strict limitations on foreign films for that country.

He had the same report to make about Britain where U-I product is currently doing very well as a result of the quality of pictures. Summing up the entire European picture he said, "we can look forward to another period of good business" abroad.

Europe is now enjoying a "boom period" Aboaf said, and the continuance of prosperity abroad in the future would depend on U.S. aid to the Continent. All industries, not only the film business, depend on subsidies granted by the U.S. government, Aboaf asserted.

Touching on foreign film festivals, Aboaf said there "is no doubt that a certain amount of interference" is present in relation to American films entered in competition abroad. The festivals will eventually lose their values because so many have been added throughout Europe, he said.

AB-PT Net

(*Continued from page* 1)

$25,000 and $96,000 respectively, as compared with $62,000 and $4,314,000 in 1953. The latter figure was principally due to the sale of television station WBKB in Chicago following the merger with ABC.

The estimated cash throw-off for the second quarter and for the first six months of 1954 increased by $344,000 and $189,000 respectively over the corresponding periods of 1953 as a result of increased depreciation charges.

Goldenson said that, while a shortage of "box office" pictures and the effects of television for the first time in a number of communities continued to be factors adversely affecting theatre business in the second quarter, there was a pick-up in theatre grosses and earnings in June. The reduction in the Federal admissions tax contributed to the pick-up, he said. Further improvement is expected in the third quarter based on the number of fine pictures scheduled for release at that time, he added.

Goldenson reported that the ABC Division operated at about a break-even point in the second quarter and is now setting its programming for the Fall broadcasting season. Substantially all of the important sponsored TV programs that were on the network during the past year have been renewed and, to date, several new sponsored shows have been added.

IFE Convention

(*Continued from page* 1)

strate that I.F.E. can play an important role in alleviating the product shortage about which American exhibitors have been complaining."

Among those attending the convention will be Seymour Schussel, Eastern division manager; Phil Levine and Sal Di Gennaro of Greater New York; Mike Siegel, Washington; Al Herman, Northeast district manager, Boston; Dave Leff, Buffalo; Alex Cooperman, Western division manager, Los Angeles; Joseph Nercesian, San Francisco; John Jarvis, Southeast district manager and David Williams, Atlanta; representing the Southwest district will be Glenn Fannin, Dallas, and S. B. Zimmerman, Kansas City; Mark Goldman, Central district manager, Cleveland, and Murray Baker, Cincinnati; Bernard McCarthy, Midwest district manager, and Samuel Chernoff, both of Chicago.

Illinois Allied

(*Continued from page* 1)

hibitor of his rightful share of the recent admission tax reduction."

The directors also endorsed audience collections for La Rabida Jackson Park Sanitarium the week of Aug. 6.

A special committee was created to look into the matter of increased newspaper advertising rates.

UA to Distribute 'The Steel Cage'

"The Steel Cage," based on Warden Clinton T. Duffy's book, "The San Quentin Story," has been acquired for release by United Artists, it was announced by president Arthur B. Krim.

Starring Paul Kelly and Maureen O'Sullivan, "The Steel Cage" was produced by Berman Swartz and Walter Doniger directed.

$1,250,000 Charity Goal Set By PPC

HOLLYWOOD, July 19.—Reflecting confidence in that the recent increase in film production is to continue, Regis Toomey, president of the Permanent Charities Committee announced that the goal for the 1955 campaign has been raised $25,000 to $1,250,000.

"Many newcomers in both talent and craft groups have been added to company payrolls," Toomey said, "and efficiency of our fair plan, providing automatic payroll deductions on a percentage basis from one-half per cent upwards, is increasing steadily."

Deny Divestiture to Schine Defendant

BUFFALO, July 19.—A motion by Elmart Theatres, Inc., one of the defendants with Schine Theatres, Inc., and others in civil and criminal contempt of court proceedings in Federal Court, for permission to dispose of certain theatre holdings has been denied by Federal Judge John Knight.

The government opposed the move on grounds that pending contempt of courts actions should be concluded first. Contempt actions are based on the contention that Schine, its officers and other corporations failed to abide by the 1949 anti-trust decree issued by Judge Knight directing the Schine circuit to dispose of certain theatres and make available first run films to competing theatres.

Judge Knight gave Schine permission to purchase furniture and other equipment from the Lake Theatre, Canandaigua. The Lake Theatre will be converted into business property. Court permission for the purchase was requested so that Schine could comply with the anti-trust decree.

Alien Property Bill Could Affect Aniline

WASHINGTON, July 19. — The Senate Judiciary Committee approved a bill to return to its former owners all alien property seized by the U. S. Government during the war.

However, the President could direct that a particular property be sold by its former owners to U. S. nationals, if he found that to be in the national interest. Presumably this would cover the huge General Aniline and Film Co., the largest single property seized by the Alien Property Office: Under the bill, U. S. District Courts would supervise the sale to American nationals in these cases.

Chances are slight that the bill will clear both House and Senate this late in the session.

Canadian TV Pact

OTTAWA, Ont., July 19. — Radio and Television Employees Association of Canada has signed its first collective pact with Canadian Broadcasting Commission, covering over 1,300 employees, effective Aug. 1.

Provisions allow six per cent pay boost retroactive to Feb. 1 and other benefits.

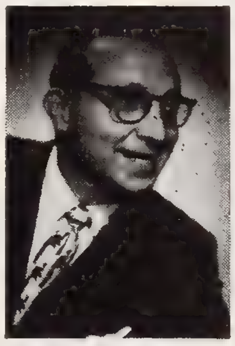
HOWARD E. STARK
Brokers and Financial Consultants
TELEVISION STATIONS
RADIO STATIONS
50 E. 58th St., N. Y. EL 5-0405
Specialists to Motion Picture Industry

Television--Radio

with Pinky Herman

WE never thought we'd see the day when "Howdy Doody" would be NBCancelled (even for a day) but the effervescent little red-head will have a day off on Tuesday, August 10th. Of course all the "future presidents of America" would be up in arms (not their mothers) were it not for the fact that this most unusual pre-empting is due to a special NBTelecast in honor of a former President of the United States, Herbert G. Hoover, whose 80th birthday will be celebrated at this time at his birthplace, in West Branch, Iowa. But comes Wednesday, Aug. 11, Bob Smith, producer Roger Muir, and puppeteers Allan Swift, Rufus Rose and Lee Carney submerge their personalities in favor of Howdy and his friends. . . . Charles Wynn, w.k. songwriter and coach is grooming a youngster named Frank Speach. The baritone was found working as a waiter at the Flamingo Hotel in Miami Beach and sounds like "another Perry Como."

☆ ☆ ☆


Charles Sanford

The cast of the forthcoming successor program to "Your Show of Shows," which will preem Sunday, Sept. 12, TVia NBC and titled, "Max Liebman Presents," has been assembled by Liebman and includes Hal Janis, NBC supervisor; Bill Hobin, assistant producer-director; Charles Sanford, musical director; Frederick Fox, scenic designer, Clay Warnick, choral director; Paul Du Pont, costume designer; Max Siegel, assistant to Liebman; Aaron Levine, music librarian, and Irwin Kostal and Harry Battista, arrangers. The new writers include Billy Friedberg, Fred Saidy and William Jacobson. . . . Screen star Tony Curtis and Liberace will be on hand to aid carrot-top Skelton when "the Red Skelton Show" replaces carrot-top "Arthur Godfrey & His Friends" tomorrow night (8:00-9:00 P.M.) over CBS-TV. . . . Robert H. Harris, the beloved "Jake" on "The Goldbergs" from the very start, celebrates his 25th year as a thespian. . . . Le Roy Prinz, former Warner Bros. and Academy Award winning director, has been signed by Louis D. Snader to direct the "Korla Pandit" telefilm series of 52 half-hour musicals which go before the cameras in Hollywood next week.

☆ ☆ ☆

Imogene Coca

"The Imogene Coca Show," starring the versatile comedienne of the former NBClassy "Your Show of Shows" will make its debut Saturday, October 2, in the 9:00-9:30 P.M. slot and will be seen three out of four Saturdays. . . . The "CBSearch for Tomorrow" TVehicle, now completing its 3rd year, has been renewed by Procter & Gamble for another 52 weeks. Well, the cast can relax for another 365 tomorrows. . . . With new offices and quarters established both in New York and Hollywood, Emperor Films now offers a four-fold service to TV producers, including shipping, titling, film processing and splicing. . . . "Crossroads in Asia," which bowed into the TV scene last CBSunday (6:30-7:00 P.M.) with Ambassador at Large Henry Cabot Lodge, will have as this week's guest, Averill W. Harriman. . . . Coca-Cola has renewed "Bob & Ray" for another 13 weeks over WINS, N. Y. The clever team rates another shot at TV. . . . Chevrolet Dealers will sponsor the Gross-Krasne telefilm series, "The Lone Wolf" over WNBT starting in September, making the New York area the fourth market sponsored by G.M.'s Chevvy division. Deal set by United Television Programs' veep, Aaron Beckwith.

☆ ☆ ☆

Ronzoni Macaroni and U. S. Tobacco, which co-sponsor the Ziv telefilm series, "I Led Three Lives" on NBC, Sundays at 10:30 P.M. have been granted first refusal rights on the new series, which moves to WABC-TV, Sept. 25, upon expiration of the NBContract. Phillips Petroleum Co., which sponsors the series in 23 markets, has renewed for another 52 weeks, according to M. J. Rifkin, v.p. in charge of sales for Ziv TV Productions. . . . 35 years and two weeks after he won the world's heavyweight championship, Jack Dempsey will talk about it on Martha Deane's WOR program Friday.

Upper M.W. Theatres Report Good Season; Steady 'Scope Swing

MINNEAPOLIS, July 19.—CinemaScope installations in closed or "four-wall" theatres are proceeding at a steady rate and are liable to dent the "good business" which upper Midwest drive-in operators are reporting.

Outdoor theatremen feel, it was learned, that the "best season" which they now have, has progressed too far in order to convert a house to CinemaScope. The drive-ins have been exhibiting films with the conventional 1.33 to 1 aspect ratio.

Equipment dealers in this area seem undisturbed by the lack of interest expressed by theatre owners in converting to CinemaScope. Enclosed theatres or "four-wall" are installing CinemaScope and stereophonic sound steadily. Within a six-state area, the average is 17 closed houses to one drive-in installation of equipment for the medium.

One Minneapolis salesman said, "After all, with the exception of the Twin Cities, few of the drive-ins are competitive and most of them are playing off availibilities. There is still plenty of good product to use."

Outdoor theatremen are worried about the possible return to war-time daylight saving time which is banned in Minnesota. A bill legalizing the switch may go before the legislature this winter.

If passed, the starting time of drive-in shows would be 9:30 p.m. instead of 8:30 p.m. well past children's bed time.

37 Pictures Now Before Cameras

HOLLYWOOD, July 19. — "Oklahoma" and four other pictures were started and four completed films were transferred to cutting rooms, bringing the score, for the hottest week anybody here remembers, to 37 in production.

Starting were "Oklahoma," R & H Todd-AO, CinemaScope, Eastman (Ind.); "Target Earth" (A-A); "Outsiders," Hammer Film Prod. (Lippert); "Cattle Queen of Montana," Bogeaus, SuperScope, Technicolor (Rep.); "White Feather," Panoramic, CinemaScope, Technicolor (20th-Fox), and "Stranger on Horseback," Goldstein, Technicolor (U-A).

Finishing were "Bowery to Bagdad" (A-A); "Long John Silver," Kaufman, CinemaScope, Technicolor (Ind.); "Black Widow," CinemaScope, Technicolor (20th-Fox); "Smoke Signal," Technicolor, and Abbott & Costello Meet the Keystone Kops" (U-I).

Gould Joins CBS

Jack Gould, radio-TV editor of the New York Times, has been appointed information adviser to CBS, it was announced by Frank Stanton, CBS president. Gould has resigned from his newspaper affiliation and will assume his new duties on Aug. 2.

ALWAYS GOOD!
LOOK TO
FILMACK
FOR THE FINEST
ANNOUNCEMENT
TRAILERS
ALWAYS ON TIME!
1327 S. Wabash · Chicago, Ill. 630 Ninth Ave. · New York, N. Y.

Curtain Going Up

on The AMERICAN WEEKLY'S

3rd BIG MOVIE ANNUAL

SUNDAY SEPTEMBER 12, 1954

Once again 21,000,000 movie-minded readers of The American Weekly are invited to a section devoted exclusively to movies and movie personalities.

STARRING...HOLLYWOOD

The visual highlight of this year's movie annual will be the *"You'll be Seeing"* feature devoted to filmland's forthcoming productions.

DIRECTED BY...MOVIE MINDED EDITORS

Ernest Heyn, Editor-in-Chief . . . Adele Fletcher, Women's Features Editor . . . and Liza Wilson, Hollywood Editor . . . are compiling a picture and story package into one of the most effective promotion pieces available to the Motion Picture Industry.

plan now to be represented

PRODUCED BY...The AMERICAN WEEKLY

Our more than 9½ million movie-going families will plan their movie going decisions from this issue. Last year the readership of the Movie Annual attained extraordinary heights . . . a fact of special interest to movie producers.

The AMERICAN WEEKLY

63 VESEY STREET, NEW YORK 7,
NEW YORK

Branch Offices:
Atlanta, Boston, Chicago, Cleveland, Detroit, Los Angeles, San Francisco

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 76. NO. 14 NEW YORK, U. S. A., WEDNESDAY, JULY 21, 1954 TEN CENTS

87c Per Share

Loew 40-Week Net Earnings Is $4,466,376

Increase of $1,280,505 Reported By Company

Net profit of Loew's, Inc., for the 40 weeks ended June 10 was $4,466,376, equivalent to 87 cents per share, compared with $3,185,871 or 62 cents a share for the same period last year, an increase of $1,280,505, the company reported yesterday. The net operating profit before Federal taxes and after reserve for depreciation was $7,345,482, compared with $6,685,184 in the similar 40-week period of 1953.

For the 12 weeks ended June 10, net operating profit was $2,158,831 before taxes and after reserve for depreciation and contingencies, compared with $1,865,697 in the same period of the preceding year. After Federal taxes the earnings were $1,267,210 compared with $1,014,142 a year ago. The earnings this year after taxes were 25 cents a share compared with 20 cents in 1953.

Gross sales and operating revenues

(*Continued on page 6*)

Kansas Censor Law Is Unconstitutional, District Court Rules

KANSAS CITY, Kans., July 20.—A ruling that the Kansas motion picture censorship law is unconstitutional has been handed down here by District Court Judge Harry G. Miller who stated that the law creating the censor board was unconstitutional because it violated the freedom of speech clauses, Paul E. Wilson, first assistant state attorney general, indicated that Judge Miller's opinion would be appealed to the Kansas Supreme Court.

Wilson said that in the past the state Supreme Court had held that the censorship law was constitutional, pointing out that while there have been recent decisions by the U. S. Supreme Court that may throw new light on the question, "it is my view that the matter should be submitted to our Supreme Court for final determination."

Judge Miller specifically ruled in the lower court that the State Board of Review could not enforce its ban on "The Moon is Blue." Under the chairmanship of Mrs. Frances Vaughn of Bonner Springs, the board had banned the picture in Kansas because of "its sexy and suggestive dialogue." Holmby Productions and United Artists appealed the board's ruling to the district court.

The court said that it was a clear

(*Continued on page 6*)

U.S. Survey Reveals

Theatre Receipts Down 17% From '48; Concessions Up

WASHINGTON, July 20.—U. S. motion picture theatres had total receipts from customers in 1953 of $1,323,838,000, down 17.1 per cent from 1948, the Census Bureau estimated.

Receipts from admissions, excluding Federal and other admission taxes, amounted to $989,868,000—20.5 per cent below 1948. Receipts from candy counter sales, sales of 3-D glasses, vending machine receipts and other earnings from customers were up 38.5 per cent, however, to $126,027,000.

In other words, total receipts from customers, excluding admission taxes, amounted to $1,115,895,000—down 16.5 per cent from 1948.

The Census Bureau figures were preliminary estimates based on a survey of a representative group of theatres throughout the U. S. This was the first survey of exhibition since the complete census of all businesses in 1948. Portable motion picture establishments are excluded from the totals.

The bureau estimated that there were 18,205 theatres in the U. S. in 1953, compared to 18,509 in 1948, a drop of 1.6 per cent.

Total receipts from customers were put at $1,323,838,000 last year, compared to $1,596,665,000 five years earlier. These totals include all admissions taxes and also certain direct receipts from customers such as the candy and popcorn sales. They do not include commissions or other earnings from similar facilities owned or operated by others, nor receipts from rental of stores, offices or apartments.

Total receipts from admissions were estimated at $989,868,000 in 1953, compared to $1,244,355,000 for the earlier year. This was a drop of 20.5

(*Continued on page 7*)

U.K. Trade Groups Discuss New Eady Levy with B of T

By PETER BURNUP

LONDON, July 20.—Representatives of the four film trade associations joined in a two and one-half hour meeting at the Board of Trade today with Sir Morris Dean, alternate for Peter Thorneycroft, B of T president, to discuss differences concerning the new Eady Plan levies to go into effect Aug. 1.

The government has warned that if the trade cannot agree on new voluntary payments, a statutory levy will be set up.

Developments at today's meeting were not disclosed, the official state-

(*Continued on page 6*)

Senate Group Okays Copyright Project

WASHINGTON, July 20. — The Senate Judiciary Committee has approved legislation designed to implement the new International Copyright Convention.

Chances are dim, however, for the legislation to become law this year. The bill is being fought bitterly by the typographical unions and some book publishers, since it permits books by alien authors to get copyright protection in the U.S. without actually having to have their books printed here. The Administration claims that

(*Continued on page 2*)

First of Series

MPEA, FTC Officials Meet On French Pact Complaint

By J. A. OTTEN

WASHINGTON, July 20.—Officials of the Motion Picture Export Association met with Federal Trade Commission officials today to defend the Association against charges that the recent French agreement brought it into violation of the Export Trade Act.

The charges were made by Ellis Arnall, head of the Society of Independent Motion Picture Producers, in a letter to the Commission.

Sidney Schreiber, MPEA general counsel; vice-president G. Griffith Johnson and special counsel Theodore Hope met today with Bernard B. Smyth, chief of the FTC's Export Trade Division, and members of his staff.

After the meeting, Smyth said that "nothing definitive" had been established and that he expected that there would be future meetings with both MPEA and SIMPP officials. He said the first job the FTC had to face was to attempt to "narrow the issues" between the two associations.

CINERAMA GOES INTERNATIONAL; MATTY FOX ASSOCIATED IN DEAL

Plans to establish Stanley Warner Cinerama theatres world-wide were announced yesterday when S. H. Fabian, president of Stanley Warner Corp., signed an agreement with Nicolas Reisini, president of Robin International, Inc., to open Cinerama theatres outside of the United States. Reisini's associate in this venture, Matthew Fox, film executive, initiated the negotiations some months ago.

It is planned to show "This Is Cinerama" in London and Paris some-

(*Continued on page 6*)

Walker Leaves Bank Of America Aug. 31

Tom Walker, currently and for the past five years special representative in New York of the Bank of America N. T. & S. A., announced yesterday he will terminate his association with the bank on Aug. 31.

Walker was for a period of years an officer of the Bank of America. He was also secretary and treasurer

(*Continued on page 6*)

Odlum Plan to Buy RKO Not Finalized

HOLLYWOOD, July 20.—Negotiations between Atlas Corporation's Floyd Odlum and Howard Hughes concerning the possible purchase of RKO Radio Pictures by Atlas are not expected to reach finalistic status, either way, for the next few weeks, it was learned authoritatively today.

Odlum, whose activity in acquiring RKO stock has been a lively topic on Wall Street and in trade discussions, arrived here Sunday to continue negotiations with Hughes in person.

Hughes' firm offer to buy up all outstanding RKO Pictures stock at $6 per share runs until the close of business on July 31, but the offer already has been extended once and presumably, can be extended again.

Personal Mention

ARTHUR SILVERSTONE, assistant general sales manager for 20th Century-Fox, will leave here today for a tour of Western Canada with Peter Myers, Candian division manager.

•

Abe Bernstein, United Artists exploitation representative, has announced the wedding of his daughter, Marcia, to Jules J. Siegel of Hewlett, L. I. The couple presently is honeymooning in Nova Scotia.

•

George H. Mackenna, general manager of Basil's Lafayette in Buffalo, and family, will vacation with Elmer F. Lux of Elmart Theatres of Buffalo, and family, at Shandur Lake in northern Ontario.

•

Arthur Krolick, American Broadcasting-Paramount Theatres district manager in Buffalo, is on a week's vacation on Long Island with his wife.

•

P. E. Essick, head of Modern Theatres of Cleveland, and his wife, are vacationing in Spring Lake, N. J., with the Jack Essick family.

•

Norman Kaplan, M-G-M home office photographer, has returned here from a Belgrade Lakes, Maine, vacation.

•

Leonard W. Brockington, president of J. Arthur Rank's Canadian companies with offices in Toronto, is visiting in England.

•

Marcel Hellman, British producer, left New York yesterday for Hollywood.

•

Harold Hecht of Hecht-Lancaster Productions has returned to the Coast from New York.

•

Emery Austin, M-G-M exploitation head, is vacationing.

Endres Wins MGM 'Caesar' Award

J. M. Endres, manager of the Calderone Theatre, Hempstead, L. I., has been announced as the winner of M-G-M's "Julius Caesar" contest for theatre men in the Metropolitan New York area.

With trade paper showmanship editors as judges, Endres' campaign for the Shakespearean picture was declared the best submitted by exhibitors and managers in the local area. He will receive a United States Savings Bond for $100 as a reward for his unusual efforts.

'Malta' at Guild Takes $5,900 in Bow

J. Arthur Rank's "Malta Story," a United Artists release currently at the Guild Theatre here, grossed a record $5,900 in its first three days with an estimated first week gross of $14,000 expected, Norman W. Elson, president of Guild Enterprises, announced.

Study Ratio of Gross to Terms

In what is said to be the first move of its kind by a circuit, Shea Theatrical Enterprises, Inc., this week launched a study of its buying and booking procedures as they relate to costs in order to best meet the "circumstances and differences of opinion" in its dealings with distribution, Gerald Shea, circuit president and general manager, revealed yesterday.

The independent study is being made by "a qualified certified public accountant" for the Shea circuit and is a result of concern over the "ratio of film rentals to grosses," Shea said. He estimated the study would about be completed in about a month.

The circuit executive said that he felt this step was necessary in order to be objective and to "satisfy ourselves" to the fact that the cost of films "in so far as possible are within the pervue of good business administration."

To Learn Existing Problems

This is a "truthful expression of our position" that distribution problems, although not with all distributors, do exist, Shea said. It was initiated, Shea continued, "for our own information as well as to implement a proper approach into continued dealings with distribution."

Pointing to recent differences between distribution and exhibition, Shea commented, "we must meet this situation with intelligence and fact. The best way to meet the circumstances and differences of opinion are with facts," he added. Commenting on the same subject, Shea expressed "confidence in the industry as well as distribution."

Touching on the subject of new film processes, Shea emphasized that CinemaScope "has brought back realism to theatres." He said he has been completely sold on the showmanship values of the new medium.

Good 'Scope Business

Explaining his enthusiasm for CinemaScope, Shea cited the case of the Fulton Theatre in Pittsburgh, a Shea house, which is currently showing "Three Coins in the Fountain" in its ninth week, approaching a 10-week mark set previously at the house. The reason for the success in Pittsburgh, according to Shea, has been "word of mouth advertising."

Of 45 theatres throughout Ohio, Pennsylvania, Massachusetts, New York and New Hampshire, the Shea circuit operates houses in 22 cities. CinemaScope has been installed in each of the 22 cities of which two have two houses with the new medium, resulting in a total of 24 CinemaScope equipped theatres.

26 Italian Films Now in Production

Twenty-six Italian-produced films are currently in active production, it was announced by Italian Films Export. Of these, 11 are under way in Rome Studios, seven are being filmed on location in other parts of Italy and eight are before the cameras in other countries.

Here's One Way to Be a Bingo Winner

DAYTON, O., July 20. — The Sherwood Drive-in Theatre here witnessed an unexpected real-life drama during a recent Bingo game, held as an added attraction. A Cincinnati man, his wife and another woman were arrested when one of the ladies presented the winning card for a $1,975 jackpot. Manager Sam Levin, was suspicious and called police. He said that the winning numbers were printed on a small press set up inside the car. The fourth party, a man, escaped with the press. Levin will file larceny charges.

VistaVision for Army Far East Theatres

All of the Army Motion Picture Service's 1,500 theatres in the Far East will be converted for VistaVision presentation, Paramount reports. Plans are already under way for premieres of Irving Berlin's "White Christmas," the first film in the process.

Decision to swing over to the new process followed an initial demonstration at the 2,500-seat Ernie Pyle Theatre in Tokyo. Far East AMPS chiefs are at work equipping theatres with the largest screens possible.

Set 3 More Outlets For 'Duel in Sun'

Frank I. Davis, Jr., president of Selznick Releasing Organization, yesterday announced the closing of three additional franchise agreements for the distribution of David O. Selznick's "Duel in the Sun."

The new franchise holders are Harold (Babe) Cohen, Lippert Pictures of Louisiana, serving the New Orleans territory; Nina Bridges and Bob Herrell, United Film Exchange, serving the Kansas City territory, and William M. Richardson, Capitol Releasing Corp., for the Atlanta territory.

Signing of Dallas and New England franchises were confirmed earlier.

Altec Awarded Pact By VA Hospitals

Awarding of a contract to Altec Service Corp. by Veterans Administration Hospitals has been announced by L. D. Netter, Jr., general sales manager.

The contract, covering a total of 178 V. A. hospitals, provides for the use of Altec service engineers in the inspection and maintenance of 35 mm. motion picture projection and sound equipment, and radio and voice transmission equipment.

Einfeld in Paris

PARIS, July 20.—Charles Einfeld, vice-president of 20th Century-Fox, who is making a swing through Europe, meeting with company representatives and leading exhibitors on plans for "The Egyptian," arrived here today en route to Scandinavia.

Bigger Budget for U.S. Film Program During Fiscal Year

WASHINGTON, July 20. — The government's Overseas Film Program will operate on a considerably larger budget during the fiscal year just getting under way than during the past 12 months.

This was revealed as officials of the U. S. Information Agency indicated how they intended to break down among the various media the funds just voted by Congress for the fiscal year starting July 1.

Films Get to $4,132,000

The film branch will get $4,132,000 for its operations during the new year, compared to $3,390,117 during the past year. In the preceding 1953 fiscal year, it operated on a budget of $7,557,582.

The administration had originally sought $89,000,000 for the USIA for this year, of which $6,964,000 was earmarked for the motion picture service. The House voted $75,814,000, of which $2,931,000 was for the film division, and the Senate voted $83,814,000, including $3,931,000 for the film divi. sion. The conference compromise finally put the total at $77,114,000, leaving it to the agency to allocate the amount among the various media. The film branch has now been allotted $4,132,000 of the total.

New Myers Affiliation

TORONTO, July 20. — Joseph Myers, formerly with Warner Brothers in Chicago, has joined International Film Distributors, Ltd., as a special sales representative here handling British and European product in Canada, it was announced by general manager D. V. Rosen.

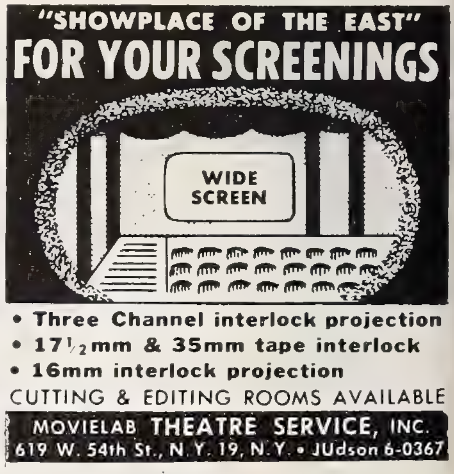
5 From UA in Aug.

Five productions — "Crossed Swords," "Down Three Dark Streets," "Malta Story," "Victory At Sea" and "The Diamond Wizard"—will be released by United Artists during the month of August.

Senate

(*Continued from page* 1)

passage of the bill is essential to prevent other nations from withdrawing the copyright proetction they now give to U.S. films, books, songs and other artistic works.


"SHOWPLACE OF THE EAST"
FOR YOUR SCREENINGS

- Three Channel interlock projection
- 17½mm & 35mm tape interlock
- 16mm interlock projection

CUTTING & EDITING ROOMS AVAILABLE
MOVIELAB THEATRE SERVICE, INC.
619 W. 54th St., N. Y. 19, N. Y. • JUdson 6-0367

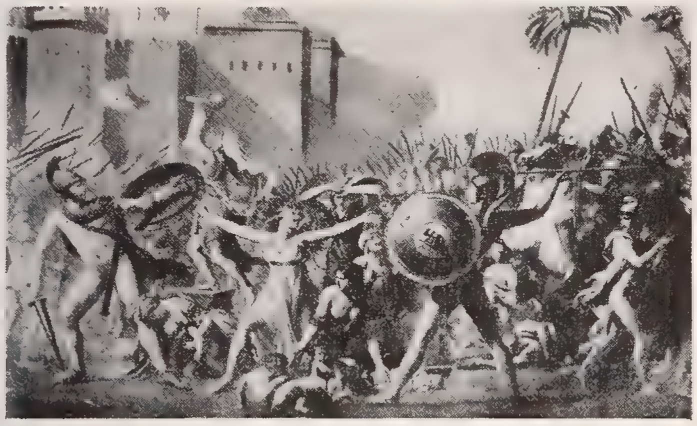
MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

SEVEN BRIDES" IN HOUSTON!

Here's How M-G-M Launched A Great Attraction To A 26-Year New All-Time Record!

No.1 OF A SERIES TO BRING YOU UP TO DATE ON

FAMOUS ABDUCTIONS



DAVID'S "RAPE OF THE SABINE WOMEN"
Louvre Museum, Paris

Men have been abducting reluctant maidens since time began. Probably the most famous —and most wholesale—abduction happened when the ancient roamin' Romans kidnapped armloads of the Sabine women and carried 'em off, "sobbin' and throbbin'." Great paintings still tell the story.

Plutarch says the Sabine girls were soon happily knitting little togas and refused to be rescued. That's the theme of MGM's gay shot-gun wedding musical,

"SEVEN BRIDES
FOR SEVEN BROTHERS"

But our girls are from Oregon and the boys are seven red-headed bachelor brothers. It's original and too funny for words (and it's in CinemaScope and Color).

You'll be carried away, too!

starring JANE POWELL • HOWARD KEEL • with Jeff Richards Russ Tamblyn • Tommy Rall • Screen Play by Albert Hackett & Frances Goodrich and Dorothy Kingsley • Based On the Story "The Sobbin' Women" by Stephen Vincent Benet • Lyrics by Johnny Mercer Music by Gene de Paul • Choreography by Michael Kidd • Color by Ansco • Directed by Stanley Donen • Produced by Jack Cummings

Above: Sample of the off-beat ads. Other big display ads in large campaign.

"BRIDES" CONTEST

The Houston Post ran a contest to select two local "Brides". Together with the five starlet "Brides" who actually appear in the picture, Houston had the full complement of "Seven Brides". Terrific attention-getters in press, on radio and TV.

"BABY STAR" CONTEST

Baby photos of M-G-M stars, including those in the picture, were used in a "Baby Star" contest that was one of the most widely publicized and successful contests in local annals.

RADIO AND TV

An attractive model dressed as a bride visited all radio and TV disc jockeys with the record-album of songs from the picture. Later the "Seven Brides" repeated the visits. Additionally they modeled costumes from the picture in Style Shows and were interviewed by 100 local teen-age girls in their modeling school. They got reams of space.

WEALTH OF STUNTS

Romance in a Haystack: With a local jeweler's cooperation, engagement and wedding rings were planted in a haystack located in a downtown parking lot, with local girls taking part in the search.

Snowballs in July: The "Brides" were greeted, upon arrival at the airport, by local critics and celebrities and a giant pile of real snow. A simulated snow-ball fight took place in 100-degree weather.

"Just Married" Parade: Open cars carried the "Brides" and local officials from the airport. Flying wedding ribbons and "Just Married" signs, with banners advertised the picture.

Opening Night Square-Dance: Probably the most colorful opening night idea in the city's show business history was the square-dance with hillbilly band in front of the theatre in conjunction with the Gala World Premiere.

PROMOTION EVERYWHERE

Thirty stores carried posters, counter cards and other materials in ticket-selling tie-ups. Complete coverage was obtained, especially in stores where records were sold, thereby stimulating attention for the records-album. A giant standee in lobby three weeks ahead, and an appealing trailer far in advance gave the show long-range attention.

PERSONALITIES

The arrival of Howard Keel, co-star of the picture, and Jack Cummings, producer, climaxed the big promotion campaign. An opening day extra was the personal appearance for three shows on the stage of the State Theatre of Keel, together with the 5 starlet "Brides" and a popular hillbilly band.

WORD-OF-MOUTH

Critics and disc jockeys saw the picture three weeks in advance. Then came a screening for record-album promotion, store personnel, TV and radio people and others. A sneak studio preview took place five days before the opening.

IT MAKES HISTORY

Local Texas showmen assert that the campaign for "SEVEN BRIDES" set a new high in modern motion picture showmanship. Most of the activities, apart from personal appearances, are easily adaptable to any situation.

Magnificent

RECORD GROSSES

IN ALL FIRST ENGAGEMENTS!

MAGNIFICENT

Cleveland!

OUTGROSSING "THE GLENN MILLER STORY" PALACE THEATRE!

Chicago!

BREAKS 20 YEAR HOUSE RECORD UNITED ARTISTS THEATRE!

Atlanta!

SETS ALL TIME U-I HOUSE RECORD LOEW'S GRAND!

Youngstown!

SETS ALL TIME U-I HOUSE RECORD WARNER THEATRE!

Akron!

FIRST THREE DAYS TOP "GLENN MILLER STORY" PALACE THEATRE!

OBSESSION

Universal-International presents

JANE WYMAN
ROCK HUDSON
BARBARA RUSH

LLOYD C. DOUGLAS'
Magnificent Obsession
COLOR BY
TECHNICOLOR

with AGNES MOOREHEAD · OTTO KRUGER · GREGG PALMER
Directed by Douglas Sirk · Screenplay by Robert Blees · Produced by Ross Hunter

Motion Picture Daily Feature Reviews

"The Raid"

(*20th Century-Fox*)

VAN HEFLIN tops the cast of this well acted and well made Leonard Goldstein production in color by Technicolor, based on an actual incident of the Civil War involving a Confederate raid on the town of St. Albans, Vt., up near the Canadian border. The factual background enhances the drama and, with a good measure of action, suspense and romance included, the picture's chances for healthy grosses are good, especially where adventure films are in demand.

As a Confederate major and prisoner of war, Heflin leads 11 other Rebel prisoners in a break from a Union camp in northern Vermont. It is near the end of hostilities and at this distant Northern location there are few Union troops in the area. Heflin plans to destroy St. Albans, which he has entered, posing as a neutral Canadian business man, and devastate other towns in retaliation for the destruction of Southern communities by Union forces.

His plans are complicated when he falls in love with his landlady, played by Anne Bancroft, and becomes the hero of her small son, Tommy Rettig. Further complications are added by the hot temper of one of his Confederate associates, Lee Marvin, whom Heflin is forced to kill to prevent a murder in the village church. The incident makes him a hero in the eyes of the townspeople, but Heflin, nevertheless, proceeds with the burning of the village. Before escaping, he dons the Confederate uniform, revealing himself in his true role to those who believed him their friend.

Robert L. Jacks was producer, with Goldstein as executive producer. Hugo Fregonese directed and Sydney Boehm contributed the screen play, which was based on the Herbert Ravenal Sass story, "Affair at St. Albans."

Running time, 83 minutes. General classification. Release date, not set.

"The Earrings of Madame De"

(*Arlan Pictures*)

CHARLES BOYER and Danielle Darrieux head the cast of this Max Ophuls' production, which also offers Italian director Vittorio De Sica as an actor. Performances are uniformly good but the story is weak. What starts off as something amusing soon begins to take itself too seriously and becomes over-long and tragic. The necessary ingredients of wit, irony and spice are missing from this turn-of-the-century tale, and its prospects for other than "art" houses are not good.

Desperate for money, Madame De . . . (Miss Darrieux) sells her diamond earrings to a jeweler. They were a wedding gift from her husband, Monsieur De . . . (their last name is not used), played by Boyer. Fearing a scandal, the jeweler sells them back to the husband. The wife pretends they are lost. The husband presents them to his mistress who is bound for Constantinople. She loses them at cards, after which wealthy diplomat Baron Donati (Vittorio De Sica) purchases them and presents them to his cherished mistress, Madame De. When she pretends to have found them, her husband, who loves her and no other, realizes that the Baron, fresh from Constantinople, gave them to her. For the sake of honor, he demands that his rival take back the earrings and sell them to the jeweler, so that he can buy them back again.

Madame De is caught in deceit and the Baron's love for her wanes. The earrings change hands a bit more before the lover and the husband meet in a gun duel over honor. Madame De is overcome and dies of a heart attack.

Marcel Archard and Ophuls wrote the screenplay. Ophuls directed as well as produced.

Running time, 105 minutes. Adult classification. Release date, July 19.

"The Weak and the Wicked"

(*Marble Arch-AA*) *Hollywood, July* 20

WITH the absence of top-player names, this British production which deals with prison life favoring minimum-security jails over the old, iron-barred ball-and-chained institutions of confinement, is given earnest dramatization by a cast headed by Glynis Johns, the principal player, who has some U. S. following which may help the picture commercially. The film contains plenty of melodramatic material, emotions and reactions of feminine prisoners. The production appears to rely to a large extent on the sensationalized type of promotion, and it does present cases and dialogue lines that suggest limitation to adult audiences.

The film, which is a collection of events rather than one single story, stays on the high road and proves its point. The screenplay by J. Lee-Thompson and Anne Burnaby, from a novel by John Henry, opens with the framing of Miss Johns, on a charge of fraud by a gambling house owner to whom she owes more than she could pay. This is the story device to get her innocently into prison, so the audience can view through her experiences, the troubles and causes which got her fellow inmates into jail. After a period in the maximum-security prison, she is moved to a minimum-security annex where she, and the others, prove themselves trustworthy and are appropriately rewarded.

This film is a Marble Arch Production produced by Victor Skutezky and directed by co-writer Lee Thompson.

Running time, 72 minutes. Adult classification. Release date, July 18.

WILLIAM R. WEAVER

"River Beat"

(*Lippert-Abtcon*) *Hollywood, July* 20

WITH American Phyllis Kirk heading a list of top British players, this film qualifies as a standard English melodrama for satisfactory exhibition on this side of the Atlantic. Because of its 73-minute running time, the picture can be handily fitted into either panel of a dual program, or, if suitably surrounded by appropriate subsidiary subjects, the picture can play on a single bill. It is, in whatever way or connection it is booked, a properly professional story of an American sea captain who does a spot of diamond smuggling on the side, gets caught at it, plus some murdering, and is jolly-well given the what's-for for the minions of the law, namely Scotland Yard.

Miss Kirk portrays an American girl who is a radio officer aboard a ship captained by the gentlemanly smuggler whose complicated operations include using her as an unknowing conveyor of diamonds concealed in cigarette packs. How she meets and falls in love with a man who turns out to be a British detective and the ultimately successful victor over the perfidious seaman and his felonious associates is set forth in orthodox fashion, with occasional violence and the usual climactic chase.

The American Herman Cohen is down as executive producer, with England's Victor Hanbury as producer of this hands-across-the-sea melodrama which is directed by Guy Green from a screenplay written by Rex Rienitz.

Running time, 73 minutes. General audience classification. Release date, July 16.

W. W.

FLY B·O·A·C

The Monarch

ARISTOCRAT OF THE AIR

Direct

New York • London

BRITISH OVERSEAS AIRWAYS CORPORATION

Reservations through your travel agent or call B.O.A.C. at 342 Madison Ave., New York 17, N. Y., tel. MU 7-8900

Walker

(*Continued from page 1*)

or Transamerica Corporation. For nine years he was vice-president, treasurer and general business manager of Edward Small Productions, Inc., and, prior thereto, was vice-president of United Artists Corp.

Fellerman to Coast For Product Survey

Max Fellerman, vice president and general manager of Lopert Films, Inc., operators of the Astor, Victoria and Bijou Theatres in New York as well as theatres in Washington and Chicago, will leave here today for his annual trip to Hollywood.

Fellerman, who recently booked Warner Brothers' "A Star is Born" for a simultaneous showing in both the Astor and Victoria Theatres, will confer with major studios as well as the independents on plans for the Astor and Victoria Theatres for the coming season.

Eady Levy

(*Continued from page 1*)

ment merely confirming that the Eady Plan was discussed and that the talks were "friendly."

Observers attribute the official reticence to the fact that the subject has been set down for discussion in the House of Commons on Thursday. In answering the question which will be put to him then, Thorneycroft is expected to make a full statement.

Loew Net

(*Continued from page 1*)

for the 40 weeks ended June 10 were estimated at $138,250,000 against $133,612,000. For the current June quarter, these were estimated at $41,144,000 against $39,684,000.

Censor Law

(*Continued from page 1*)

principle that the power to censor motion pictures is reserved to the states, but only where "definite and specific standards" are provided by statute.

The Kansas statute "does not provide these standards," Judge Miller said.

Cinerama

(*Continued from page 1*)

time in the fall, to be followed by Cinerama shows in Rome, Tokyo and a city in Western Germany before the end of 1954.

When "This Is Cinerama" is launched in these five countries, Stanley Warner, in association with the Robin International group, will further extend its operations in certain other foreign countries.

Robin International, Inc., is a corporation dealing exclusively in foreign trade, with offices in all parts of the world. It represents some of the largest American enterprises abroad. This is not Mr. Reisini's first venture in motion pictures since he has been engaged in foreign film distribution.

Commenting upon his association with Cinerama, Reisini said that there is no doubt that "This Is Cinerama" will be a "spectacular" audience success abroad, perhaps even more so than in the United States.

"However," he continued, "I am fascinated by the future of Cinerama because its export to foreign countries is more than a commercial enterprise. It is a remarkable example of American 'know-how' in the motion picture field, demonstrating a technical advance beyond anything known."

National Pre-Selling

'Magnificent Obsession' Condensation in 'Companion'

JANE WYMAN, star of U.I.'s "Magnificent Obsession" approves of two-page editorial spread in full color featured at the beginning of the Lloyd C. Douglas story in the August issue of "Woman's Home Companion." The story continues through eleven pages! Looking at the layout with Jane Wyman is her husband Fred Karger. (Photo at right.)

•

"Redbook" has four motion picture ads in the July issue. Two half-pages across a two-page spread on "The Caine Mutiny" in color, a full page ad on "About Mrs. Leslie," a striking ad on "Magnificent Obsession" and a Picture-of-the-Month ad on "The Student Prince" which appears on the table of contents page.

•

"Life," in reviewing "On the Waterfront" reports in the current issue that "Marlon Brando gives his finest film performance to date and gets sensitive support in the love department from a new discovery from TV, Eva Marie Saint." Eva is the cover girl on the issue. Almost seven years ago "Life" said that "Miss Saint may some day be a household word like Bankhead, Bergman or Berle. But it will probably be as Edie in 'On the Waterfront' that she fulfills the prophecy and starts her real fame."

•

A striking page ad in two colors on U.I.'s "The Black Shield of Falworth" and an eye-catching full page ad on Paramount's "About Mrs. Leslie" will appear in the August issue of "Seventeen."

•

"True Story" recommends and reviews in the August issue, "The High and the Mighty," "Demetrius and the Gladiators," "About Mrs. Leslie" and "Betrayed."

•

"Look's" cover girl on the current issue is Janet Leigh, star of U.I.'s "The Black Shield of Falworth." The cover is in full color and it should attract a substantial amount of attention on the newsstands.

WALTER HAAS

Quigley Awards Judging on Friday

Judging for the Quigley Awards, second quarterly entries, will be held in the offices of Quigley Publications, Friday, at 11:00 A.M., it was announced yesterday.

The judges named are: Isabelle Austin, advertising and publicity director, Roxy Theatre; Blanche Livingston, advertising and exploitation department, RKO Theatres; and Beatrice Ross, exploitation manager, Republic Pictures.

VV Demonstration Acclaimed Abroad

Acclaim for VistaVision, Paramount's new process of film production and screen presentation, in its overseas demonstrations, has matched the reception of exhibitors in every part of the United States, according to cabled reports received here by George Weltner, president of Paramount International Films.

The demonstrations, all held last week, were in Mexico City and in Sydney and Melbourne, Australia.

'Kings' Bows Tonight

M-G-M's "Valley of the Kings" premieres at the Plaza Theatre here tonight at 8:30 P.M., just seven hours after the picture is to be opened at the Metro Theatre in Cairo, Egypt. Dr. Ahmed Hussein, Egyptian ambassador to the U.S., will attend with members of his staff. Box-office receipts will be turned over to the school of Archaeology of the University of Cairo.

U. S. Survey

(*Continued from page* 1)

per cent. Receipts from Federal, state and local admissions taxes amounted to $207,943,000 in 1953, of which Federal taxes accounted for $194,294,000. In 1948, admissions taxes accounted for $261,330,000 of the total receipts, with no separate figure available for the Federal share.

Direct Receipts Rise

Direct receipts from customers, other than admissions, was the only item to rise, going up 3.5 per cent from $90,980,000 in 1948 to $126,027,000 last year. Again this includes only receipts from candy and popcorn sales, vending machines, 3-D glasses and other sales directly by the theatre management, and not from commissions, earnings or rents. These figures do not include sales of similar items by independent concessionaries operating within theatres owned by others.

Total theatre receipts from customers, excluding admissions taxes, therefore amounted to $1,115,895,000 last year, compared to $1,335,335,000 in 1948.

House Denies Funds for Census Bureau Survey

WASHINGTON, July 20. — The House today sustained the action of its appropriations committee in refusing a Census Bureau request for $8,430,000 to conduct a comprehensive survey of business and manufacturing next year. The Senate, which might grant the funds, takes up the request next.

SEVENTEEN'S August Picture-of-the-Month:

SEVEN BRIDES
for seven brothers

An MGM Cinemascope
Color Production starring
JANE POWELL HOWARD KEEL

It'll be history's biggest march
down the aisle . . . in movie
theatres all over the country . . .
as *Seventeen's* 2½ million readers
(on the arms of their Dads,
Moms, Best Friends, Best Beaux)
all say *I DO* want to see
"Seven Brides for Seven Brothers"!

seventeen
The magazine that sends girls
and their friends and
their families to more movies.

A TOWERING MASTERPIECE CARVED OUT OF A MAN'S LUST FOR POWER!

20th Century-Fox's first production in the new, improved

CINEMASCOPE

Spencer Tracy

in

Broken Lance

COLOR by DE LUXE

co-starring

ROBERT WAGNER	JEAN PETERS	RICHARD WIDMARK	KATY JURADO

with HUGH O'BRIAN • EDUARD FRANZ

Produced by SOL C. SIEGEL • Directed by EDWARD DMYTRYK • Screen play by RICHARD MURPHY

Date it now for August!

Play it in the Wonder of 4-Track Magnetic Stereophonic Sound!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 76. NO. 15 NEW YORK, U.S.A., THURSDAY, JULY 22, 1954 TEN CENTS

NYC WEIGHS MEANS TO OFFSET POSSIBLE 5% TAX INJUNCTION

As local exhibitors awaited a Supreme Court decision on the granting of a temporary injunction which would block collection of the New York City five per cent amusement tax, pending trial of a suit lodged by five theatres against the city, city attorneys intimated they may resort to the Civil Practice Act in order to sidestep the possible injunction, if it is granted.

The "ace in the hole" afforded the city, should the injunction be invoked, stems from section 571 of the Civil Practice Act which states that "in an ordinary case involving a municipality, the mere filing of a notice of appeal stays execution" pending the appeal.

New York City assistant corporation counsel Stanley Buchsbaum this week intimated that the statute provides the city with an opportunity of continuing collection of the tax, even in the face of a temporary injunction. Under the law, the mere filing of an appeal would "stay the injunction" or permit the city to continue collecting the tax, lawyers say.

The key to the statute's phrasing, according to Thomas Bress, Loew's attorney, is "an ordinary case." He said that attorneys for the theatres in this case will attempt to prove to the Supreme Court that it is an "extraordinary case" and therefore negates the statute's wording. Such action would be necessary only if the city filed the notice of appeal, however.

In addition, Bress stated, the allegations that the city is violating a section of the Administrative Code and the New York State enabling act, would eliminate the case from the Civil Practice Act phrasing. With

(*Continued on page* 3)

Non-Raiding Pact to Be IA Meeting Issue

Delegates to the IATSE convention in Cincinnati next month will press for an answer as to why the IA has not signed the CIO-AFL non-raiding agreement, it was stated here yesterday by a delegate to the convention. It was pointed out that approximately 1,200 U. S. unions have signed the non-raiding pact.

Whether the withholding by the IATSE means that it intends to raid other unions within the amusement industry appears to be a subject for speculation among the affiliated units. Local H-63 of the Home Office Employes, a special department, is one that has announced its intention to try to lure film publicists into its fold. At present, only the Paramount home office publicists are represented by H-63.

Plan Public Showing Of Lenticolor in Fall

A public demonstration of Lenticolor is scheduled for the fall, the process having been sidetracked during the last year because of the development and introduction of new screen techniques. It is reported that the color process will be "taken out of mothballs" and prepared for screen utilization.

A few test reels have been made in the process by 20th Century-Fox which, it is understood, may be the first to give the system a full treatment. The company holds an interest in Lenticolor.

Spyros Skouras, 20th-Fox president, this week met with Lenticolor representatives in New York to discuss the use of Lenticolor in future product.

Brackett Confirms Academy Difficulties

HOLLYWOOD, July 21. — Confirming reports that the Academy of Motion Picture Arts and Sciences has experienced financial stress recently, president Charles Brackett issued a formal statement that the Academy "has completed negotiations with the American Motion Picture Producers whereby they have agreed wholeheartedly to continue to use the services of the Academy for which we

(*Continued on page* 3)

Bright Future

Baltimore Exhibitors Report Business Has Improved

By GEORGE BROWNING

BALTIMORE, July 20.—Business is better in the Baltimore motion picture territory and exhibitors have ample reason to expect a brighter future, accarding to a consensus among theatre owners here. A particular note of optimism is sounded by Leon Back, president of the Allied Motion Picture Theatre Owners of Maryland, Inc., and general manager for the Rome Theatres, a local chain.

"Business has shown a marked improvement," said Back, "and indications are it will be even better in the near future, particularly the coming autumn."

"The improvement, I'd say, is due to the fact that pictures are better, and we also can thank the recent innovations in projection along with the increased quality of product."

Viewing the forthcoming months brightly, Back added that he believed

(*Continued on page* 3)

Special Group Will Probe UHF Problems

WASHINGTON, July 21.—A Senate Commerce subcommittee which has been investigating the problems of UHF television broadcasters agreed to create a special advisory committee to study various of the proposed solutions it received during its investigation.

The committee would include representatives of all branches of the radio and television industry and of the public. The subcommittee also re-

(*Continued on page* 3)

Commerce Dept. Reports

Drive-ins Accounted for 20% of Grosses in 1953

WASHINGTON, July 21.—Drive-in theatres accounted for more than 20 per cent of total theatre gross receipts last year, the commerce department's film branch estimated.

It said that about 4,000 of the approximately 18,000 35 mm. theatres in the U. S. last year were drive-ins. It estimated average weekly attendance at all theatres in 1953 at 50,000,000.

These estimates were contained in the introduction to a six-page pamphlet listing "basic information sources on motion pictures" and published by the Motion Picture Division of the Commerce Department's Business and Defense Services Administration.

Only yesterday the Census Bureau issued a report estimating that 18,205 theatres doing business last year had total receipts from customers of $1,323,838,000.

The Commerce Department listing emphasized that the film industry "is one of the major industries in the United States" and that these information sources might be helpful in understanding the industry. The pamphlet listed publications by govern-

(*Continued on page* 3)

Allied-Distributors Meeting Off to Aug.

Although the projected meetings between leaders of Allied States Association and distribution sales managers, which had been scheduled to be held during the week of July 26, has been postponed, the sessions definitely will be held later in the summer, it was reported here yesterday. The sales heads, it was learned, have expressed a willingness to discuss trade practices and sales policies with the Allied executives, but because of vacations and the necessity of several of the distributors' representatives to be out of town on business during the slated period, the meetings have been deferred.

The Allied board will meet in White Sulphur Springs, W. Va., in late August and there is a strong possibility that the meetings with the sales managers will be held prior to the directors' sessions. In that event, the exhibitor-distributor parleys would be held in New York either during the week of Aug. 9 or Aug. 16.

No 'Radical' Changes In Arbitration Draft

Several changes in the 1952 distributors' draft of an arbitration system have been proposed by the sub-committee now working on the project, but the changes are said to be "not radical." Committee members, however, are reluctant to discuss the issues until a new draft has been completed.

The committee will hold several more meetings before actual work will start on putting the formula into writing. The group met yesterday and probably will hold sessions once or twice a week until the assignment has been completed.

'U' to Redeem 3¾% Debentures Sept. 1

Universal Pictures has completed arrangements with the First National Bank of Boston for the refinancing of its debentures, it was announced here yesterday by Milton R. Rackmil, president.

In line with the arrangement, Universal has elected to redeem on Sept. 1 its outstanding 3¾ per cent sinking fund debentures which were due on March 1, 1959. There presently are $2,393,000 of the debentures outstanding in the hands of the public.

Personal Mention

MAX E. YOUNGSTEIN, United Artists vice-president, is scheduled to return to New York this weekend from a two months European visit.

•

Herb Coleman, Doc Erickson, John Dumoulin and F. Sigle, Paramount VistaVision unit men, have left here for Hollywood following their return from France.

•

Elmer F. Lux, head of Elmart Theatres in Buffalo and president of the Common Council, is in Buffalo General Hospital for minor surgery.

•

Howard G. Minsky, Paramount Mid-East Division manager, is vacationing with his family in New Jersey from Philadelphia.

•

Herbert Gillis, Paramount branch manager in Cincinnati, has returned there from home office conferences here yesterday.

•

Don Hassler, office manager for Astor Pictures in Atlanta, has returned from a Daytona Beach, Fla., vacation.

•

Dave Williams, southeastern sales manager for IFE Releasing Corp., has returned to Atlanta from Charlotte, N. C.

•

Richard Howell of Allied Artists Southern Exchange in Atlanta is vacationing in Texas with his wife.

•

Tommy Rall, M-G-M actor, is in New York from the Coast.

Better Than 1953

Pittsburgh Picture Business Helped By 'Scope, Cinerama

By LEONARD MENDLOWITZ

PITTSBURGH, July 21.—Picture business in general is better in the Pittsburgh area now than it was a year ago with CinemaScope and Cinerama both coming in for their share of credit in revitalizing business. Both circuit and independent exhibitors feel optimistic for a fine Fall season.

This has been a trying season for Pittsburgh exhibitors due to several factors which haven't been so pronounced in other sections of the country. Pittsburgh faced two major strikes, a crippling transit tie-up which lasted 36 days, and a department store strike which began last November and is still in progress.

This highly industrialized section, too, was plagued with an alarming increase in unemployment and cutbacks in production due to the end of the war in Korea. The lower payrolls in its many mills and factories have caused a big dent in theatre patronage.

However, the picture is still the thing. "This Is Cinerama" in its seventh month at the Warner Theatre did its biggest business in months last week, and seems to be perking up appreciably. The Fulton had a life saver this season in "Three Coins in the Fountain." "La Ronde" is bucking the heat well, too, at the Art Cinema where it is now in its seventh week.

A Stanley Warner executive noted that the Pittsburgh zone which includes 87 houses throughout the Tri-State area in Western Pennsylvania, Ohio and West Virginia has shuttered only eight houses this Summer, and will re-open them this Fall.

Practically all of the circuits have installed CinemaScope, and many of the independent operators such as Al Weiss in McKeesport have realized that the wide screen is a vital necessity. Weiss announced this week that he will install CinemaScope in his second-run Capitol Theatre in addition to his major first-run Liberty.

The Harris Amusement Co. pointed out that "Demetrius and the Gladiators" stayed three weeks in the J. P. Harris, and it looks forward to a long run with "The Caine Mutiny."

Although business has been spotty, quality pictures still draw. Bill Elder postponed "Gone With the Wind" because "Apache" held up surprisingly well. "The High and the Mighty" proved both high and mighty in the Stanley.

As usual, the drive-ins are mopping up too, especially those fortunate enough to have had CinemaScope installed.

The Warner and Fox special screenings of big pictures to come has everybody proclaiming optimism for the post-Labor Day period,—provided of course, no more strikes, mar the local scene.

N.C. Drive-in Offers Back-to-back Screen

FAYETTEVILLE, N. C., July 21.—H. B. Meiselman and Clyde Stockton, owner and manager respectively, of the Fox Drive-in Theatre here, have come up with the idea of placing two screens, back to back, to enable a larger audience to see the film, creating a "twin drive-in."

The outdoor house, which is fully equipped with CinemaScope and stereophonic sound equipment, allows occupants of 565 cars to view the picture on one screen with 435 cars being able to see the film on the other.

Johnson Clarifies Italian Imports

G. Griffith Johnson of the Motion Picture Association of America said yesterday a breakdown of film import permits in the new Italian agreement cabled to Motion Picture Daily from Rome and published last Tuesday was in error.

Johnson said that of the 225 features which the American companies could distribute in Italy under the old agreement, 20 were assigned to United Artists' Italian distributor and this year they are not included in the Motion Picture Export Association total. Thus, a fair basis for comparison would be 205 features in the old agreement, rather than 225, Johnson said. On the same basis, in the new agreement, there are 209 authorized features, plus 16 which can be distributed through Italian independents, if the producers elect to do so.

New RCA Sound to 14 Smith Drive-ins

CAMDEN, N. J., July 21.—The Smith Management Co. of Boston, said to be one of the nation's largest drive-in theatre circuits, has signed for installation of RCA magnetic sound conversion equipment in 14 outdoor houses in eight states, J. F. O'Brien, manager of theatre equipment sales, of Radio Corp. of America, announced yesterday.

RCA has already begun installation of its new PG-391 sound system, designed to enable theatres equipped for single-track optical sound to project four-track magnetic sound films through existing amplifier systems and convert the four-track sound into single-channel magnetic sound.

Party for Hussein

Metro-Goldwyn-Mayer gave a cocktail party for Dr. Ahmed Hussein, Egyptian Ambassador to the U. S., at the Waldorf Astoria yesterday in conjunction with the local premiere of "Valley of the Kings" at the Plaza Theatre last night.

Lesser to Relief Fund

HOLLYWOOD, July 21. — Producer Sol Lesser has been appointed to the executive board of the Motion Picture Relief Fund, representing the Screen Producers Guild.

House-Senate Group Agrees on Tax Bill

WASHINGTON, July 21.—House-Senate conferees on the tax bill reached final agreement tonight.

One last minute decision was to throw out House provisions to ease the tax treatment of foreign income. The provisions would have benefited some industry firms with overseas theatre holdings, though it would not have helped the distributors.

Another decision was to give stockholders a $50 exclusion and a four per cent credit on dividend income. There may be a fight in the Senate to reject the conference bill on this provision.

Set Trade Conclave Date

TORONTO, July 21.—The Motion Picture Industry Council of Canada will sponsor the second annual trade exhibition on Nov. 23-25 at the King Edward Hotel here in conjunction with the industry convention. Gerald Fitzgerald is the organizer of the equipment show.

S W Dividend

At a meeting of the board of directors of Stanley Warner Corp. yesterday a dividend of 25 cents per share was declared on the common stock of the company payable on Aug. 25 to stockholders of record on Aug. 4.

May. Wagner to Open Art Show at Rivoli

Mayor Robert F. Wagner and Korean Consul-General Dr. David Y. Namkoong and others will open a public exhibit of Korean art tomorrow at the Rivoli Theatre for the benefit of the American-Korean Foundation.

The show will continue until the world premiere on August 4 of the Paramount-Alfred Hitchcock film, "Rear Window"; the premiere is being sponsored by 83 business, civic and social leaders.

Harriet Parson Here

Harriet Parsons, producer of RKO's "Susan Slept Here," will arrive in New York today from Hollywood for three weeks of press interviews, radio and TV appearances and receptions for her Technicolor comedy which opens on July 29 at the Victoria Theatre.

Lytell on Tour

Bert Lytell will make a month-long tour of the Central and Eastern states on behalf of Darryl F. Zanuck's CinemaScope production "The Egyptian." Lytell, who is president emeritus of Actor's Equity, will cover 13 states in addition to Canadian territories and the District of Columbia.

Freed Names Eight to SPG Committee

HOLLYWOOD, July 21. — Screen Producers Guild president Arthur Freed announced today that Jerry Bresler, Charles Brackett, Frank P. Rosenberg, Sam Zimbalist, Robert Fellows, Jerry Wald, and Larry Weingarten have been chosen to represent production, under the acting chairmanship of Carey Wilson, at the Guild's monthly meeting with the press on Monday, at the Brown Derby restaurant here.

New Buffalo Drive-in

BUFFALO, July 21.—A drive-in will be built on the southeast corner of Transit Road and Wehrle Drive. The Lancaster Town Board has issued a permit for the outdoor theatre, which will cover six acres, to Sarkes Stephen of Kenmore. It will feature a CinemaScope screen.

LOOK TO FILMACK FOR THE FINEST ANNOUNCEMENT TRAILERS
ALWAYS GOOD! ALWAYS ON TIME!
1327 S. Wabash - Chicago, Ill. 630 Ninth Ave. - New York, N. Y.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue. Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

NYC 5% Tax

(*Continued from page* 1)

suspense mounting on both sides as they awaited Supreme Court Justice Nicholas M. Pette's decision on the issue, legal opinion became divided as to whether the mere filing of a notice of appeal by the city would stay the injunction.

Injunction May Stay Tax

The City Corporation Counsel, according to Buchsbaum, feels that such filing, if the injunction goes into effect, will stay it. However, according to Bress, attorneys for the theatres feel that section 571 deals primarily with security on appeal and would not stay an injunction, since in this case, it is claimed that the city is in violation of a state law and a New York city statute.

Bress said, if need be, an appeal by either side may be taken to the Appellate Division, second department, should they be dissatisfied with the ruling of the Supreme Court.

Academy

(*Continued from page* 1)

are compensated." The Brackett statement explains that these include the use of the Academy Theatre for previews.

"Temporary budget difficulties were created mainly by capital expenditures necessary for the installation of new wide-screen equipment, stereophonic sound equipment and air conditioning the auditorium. An approximate $160,000 was spent before the Academy Awards voting last winter so that the Academy could present 1953 pictures in their proper sound and aspect ratios," the statement said.

UHF Problems

(*Continued from page* 1)

affirmed its earlier stand that the 10 per cent Federal excise tax should be removed from TV sets capable of receiving UHF as well as HF signals. Chances are that these are the only actions the subcommittee will take this session as the result of its hearings.

'Egyptian' Exhibits Reach 500,000 Mark

Attendance at the 20th Century-Fox "Egyptian" traveling exhibits has reached the half-million mark as the trans-continental tour of the dual exhibition trucks to the North-Central and Southern states met with acceptance from the public, the company announced yesterday. Latest stops were in Richmond, Va. and Syracuse, N. Y.

Reports from all cities reached by the tour show the exhibit being visited by an average of 20,000 to 25,000 persons a day with larger groups being reached through personal appearances and TV and radio appearances by the "Egyptian" hostesses traveling with the show.

'U' Florida Changes

JACKSONVILLE, Fla., July 21.—Buford Styles, Universal-International branch manager here, has announced the following personnel changes: Oliver Matthews has been promoted to head booker; Barbara Greenwood and Garret Newman have joined the booking department; Jacqueline Vaughn and Flonia Lea Currie have joined the secretarial staff of the booking department.

Students Ordered to See M-G-M's 'Suite'

SOUTH ORANGE, N. J., July 21.—Dr. Austin Murphy, dean of the School of Business Administration at Seton Hall University here, has instructed all graduate students of the advanced course in the graduate business program concerning the function and responsibilities of top level executives, to see "Executive Suite" as a requirement for passing the course. Dr. Murphy's course, Executive Policies and Decision Making, provides for three credits in the five week term. After the students see the picture, they must report back to Dr. Murphy in order to get credit.

Drive-Ins

(*Continued from page* 1)

ment agencies such as the Census Bureau, Library of Congress and Department of Health, Education and Welfare; books by private authors and publishers about the film industry; trade directories, such as the Motion Picture and Television Almanac; trade journals, including Motion Picture Daily and Motion Picture Herald; and trade associations. The pamphlet is described as business service Bulletin No. 40.

Selznick in Boston Phone Interview

BOSTON, July 21. — Producer David O. Selznick will meet the Boston film critics tomorrow via coast-to-coast telephone interviews at the Hotel Bradford here in order to discuss the forthcoming re-release of "Duel In The Sun."

Selznick, who is in Hollywood, will talk with Elinor Hughes, Boston Herald; Alta Maloney, Boston American; Prunella Hall, Boston Post; Mary X. Sullivan, Boston Advertiser; Leo Gaffney, Boston Record, and Edwin Melvin, Christian Science Monitor. Representatives of the Yankee television and radio network will transcribe the proceedings.

Zukor to Sell 1st Ticket to 'Window'

Adolph Zukor, board chairman of Paramount Pictures, today will sell the first ticket to the Aug. 4 world premiere of Alfred Hitchcock's "Rear Window" at special ceremonies in front of the Rivoli Theatre, where the premiere will be held.

The premiere will benefit the American-Korean Foundation, and today's ceremonies at the theatre will mark the opening there of a two-week pre-premiere lobby exhibit of Korean art, ceramics and handicraft.

Set Canadian Golf Meet

TORONTO, July 21.—The third annual Canadian Motion Picture Golf Championships will be held on Aug. 12 at the St. Andrew's course here, under the auspices of the Canadian Picture Pioneers.

New AA Title

"The Human Jungle" is the final title for Allied Artists' "The Police Story."

Baltimore Improvement

(*Continued from page* 1)

motion picture theatre owners would be benefitted if a reasonable distribution procedure might be established and if there could be more regularity in release of pictures, particularly to sub-run houses.

He further stated that the 'alleged' shortage of prints is interfering greatly with the orderly release of pictures and mentioned these situations and obstacles in the complete recovery of the motion picture business.

Improved Business

Striking another note in tune with Back's comments, Stanley Baker, general manager of the Hicks Theatres of Baltimore, said he finds business improved. He went on to state that, in his opinion, people are beginning to grow restless with watching television and that the industry has come out at just the right time with its giant screens, improved sound, new projection equipment and other innovations favorable towards luring film fans into the theatre again.

"It's also important to note," said Baker, "the pictures are better and thats' the word being passed around. There's a lot of value in word-of-mouth advertising and the public has started speaking favorably once more of the films that are being released now and of those heralded for the near future. Theatregoers are regaining their confidence in the screen attractions."

A third exhibitor, head of a Baltimore chain, stated: "Business is slowly rising." He is Meyer Leventhal, vice-president and general manager of the Philip J. Scheck Enterprises, who admits he has "seen the movies grow from their nickelodeon days."

"Statistics show that Baltimore is near the top of the list with homes that have television sets. Consequently, this city will be slower in getting back to normal where theatre business is concerned. But, people are getting over the TV-jitters and going back to theatres.

Hopes for Better Films

"I wish that Hollywood would stop making what is known as 'quickies' and devote its entire time and effort to better stories and finer quality pictures. They are improved to a great extent now and that's what is helping confidence among the movie-goers. But we must remember, we can't fool the public; better pictures will mean better business, such as it has, in a slow rise, recently."

Fox Slates 24-Sheet 'Egyptian' Campaign

Darryl F. Zanuck's CinemaScope production "The Egyptian" will employ a 24-sheet billboard campaign, the largest in 20th Century-Fox history, the company announced. The film will open nationally for Labor Day.

The campaign, which will utilize 3,500 posters placed in and around 51 key cities will be concentrated on large urban centers as well as their surrounding communities.

Consisting of 100 per cent showings in major cities, the campaign will include regular as well as illuminated boards, with a posting period running for an entire month starting in mid-August and continuing into September.

'Bulldog Drummond' Features to TV

Eight "Bulldog Drummond" features have been acquired by Governor Television Attractions for TV sales from Congress Films, it was announced by Arthur Kerman, president of Governor. The films were made by Paramount in the 1930's.

In addition, Governor has acquired the TV distribution rights to a large group of features and short subjects from Moe Kerman's Regal Television Pictures Corp. The group consists of 45 Hal Roach features, 52 Laurel and Hardy comedies, 80 Charley Chase two-reelers and 300 miscellaneous shorts.

M-G-M Buys 'Tea'

HOLLYWOOD, July 21. — "Tea and Sympathy," Broadway stage hit, has been purchased for the screen by Metro-Goldwyn-Mayer, it was announced by Dore Schary, studio production head. Pandro S. Berman has been assigned to produce the picture but the director and stars have not yet been selected. There's a chance that Deborah Kerr, the play's original star, and Elia Kazan, its director, will reunite for the film version.

Adding 2 Units to MGM Cartoon Staff

HOLLYWOOD, July 21.—Following the annual mass vacation of the MGM cartoon studios, Aug. 27 to Sept. 20, two additional units will be added to the present production staff, Fred Quimby, cartoon producer, announced today.

The demand for additional product in CinemaScope is responsible for the increase, Quimby said. "Touche Pussy Cat," "Brave Little Mousketeer," "Pete Peeve" and "Southbound Duckling" are new CinemaScope cartoon subjects now in work.

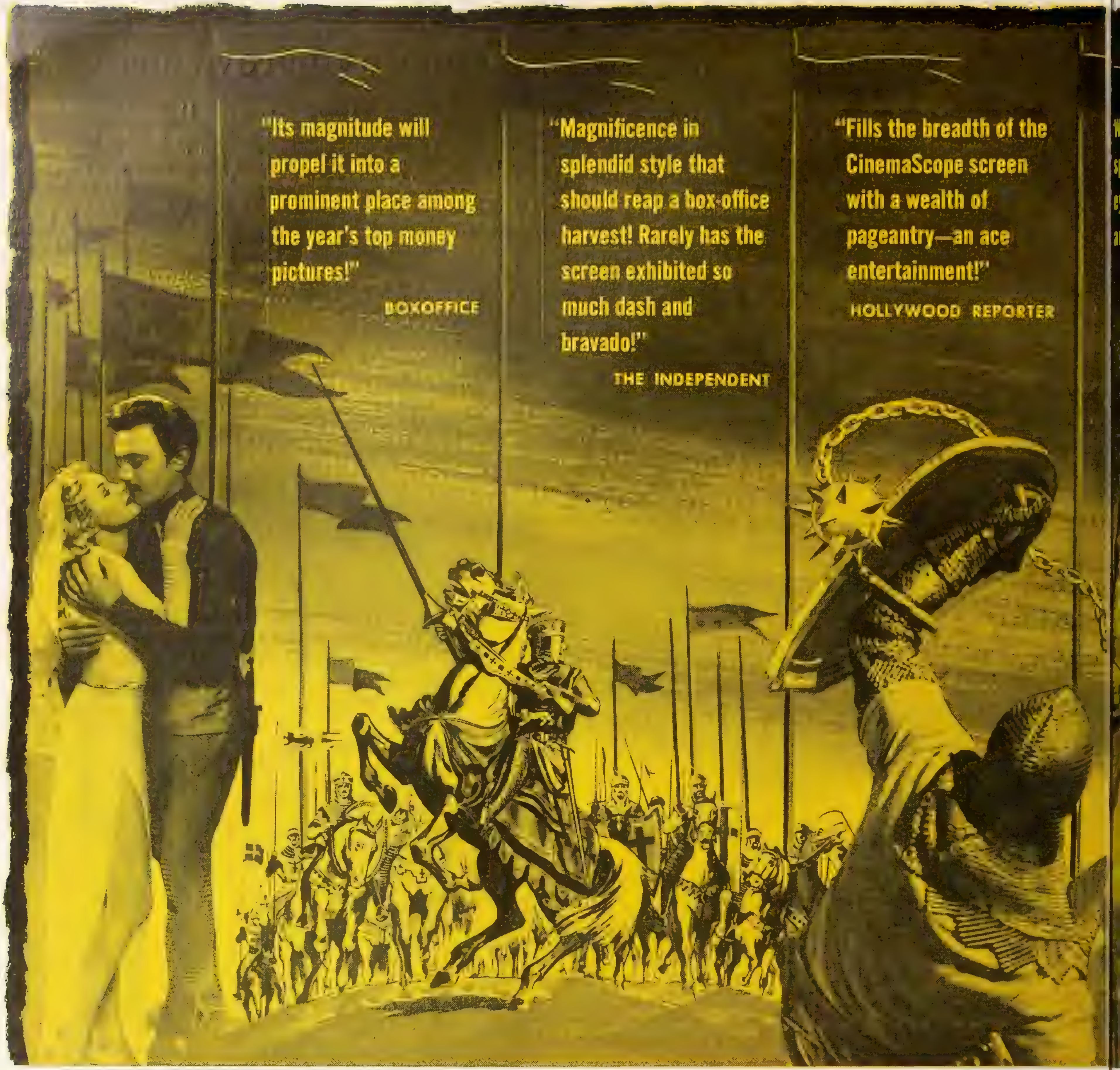
The new units will resume production on the "Droopy" and "Barney Bear" series, both of which were held in abeyance during the filming of a "Sinbad the Sailor" sequence for the feature musical, "Invitation to the Dance," starring Gene Kelly. This sequence will be completed before the cartoon staff leaves for its vacation.

Peckham Re-Elected

HOLLYWOOD, July 21. — Ralph Peckham, business agent of the Motion Picture Set Painters, Local 729, IATSE, was re-elected by a vote of 289 to aggregate 80 for all opposing candidates. Peckham is co-chairman of the committee supporting Roy M. Brewer in his campaign for the IATSE international presidency.

Ascap's Ball Team Joins Music League

ASCAP has organized a softball team and has joined the league here composed of various music organizations. The team, managed by Hank Hofschuster, will make its initial appearance next Tuesday at the 62nd St. diamond in Central Park where it will play the team representing Columbia Records.



"Its magnitude will propel it into a prominent place among the year's top money pictures!"

BOXOFFICE

"Magnificence in splendid style that should reap a box-office harvest! Rarely has the screen exhibited so much dash and bravado!"

THE INDEPENDENT

"Fills the breadth of the CinemaScope screen with a wealth of pageantry—an ace entertainment!"

HOLLYWOOD REPORTER

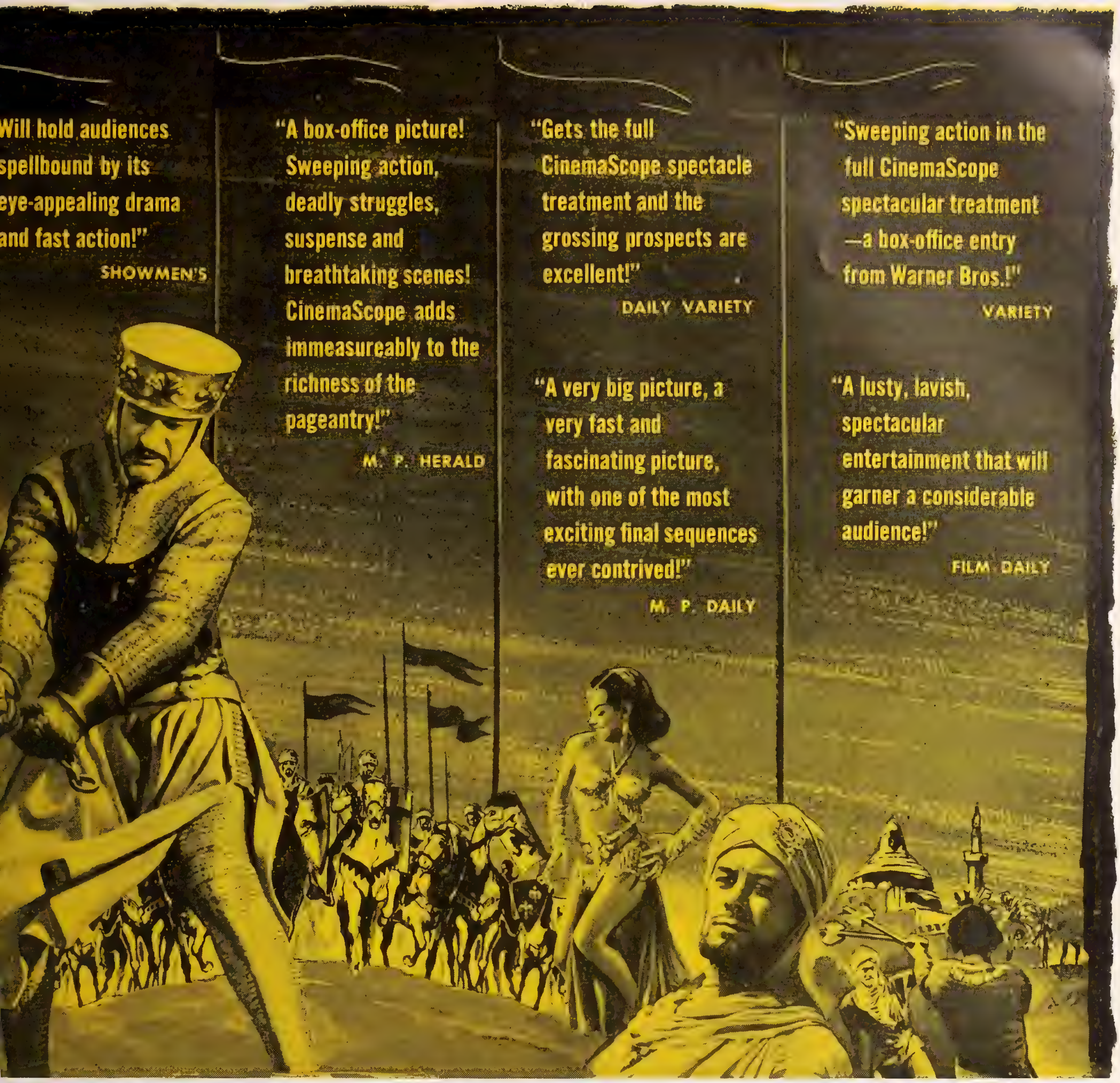
WARNER BROS. FOLLOW THE BOX-OFFICE M

KING RICHARD

Out of the Adventure Pages of the Ages! From SIR W

CINEMASCOPE
WARNERCOLOR
STEREOPHONIC SOUND

STARRING REX
HARRISON ·
VIR
MA



Will hold audiences spellbound by its eye-appealing drama and fast action!"
SHOWMEN'S

"A box-office picture! Sweeping action, deadly struggles, suspense and breathtaking scenes! CinemaScope adds immeasureably to the richness of the pageantry!"
M. P. HERALD

"Gets the full CinemaScope spectacle treatment and the grossing prospects are excellent!"
DAILY VARIETY

"A very big picture, a very fast and fascinating picture, with one of the most exciting final sequences ever contrived!"
M. P. DAILY

"Sweeping action in the full CinemaScope spectacular treatment —a box-office entry from Warner Bros.!"
VARIETY

"A lusty, lavish, spectacular entertainment that will garner a considerable audience!"
FILM DAILY

GHT OF 'THE HIGH AND THE MIGHTY' WITH

AND THE CRUSADERS

LTER SCOTT'S 'The Talisman,' tumultuous epic of the Quest for the Holy Sepulchre!

NIA YO · GEORGE SANDERS · LAURENCE HARVEY

WITH ROBERT DOUGLAS
SCREEN PLAY BY JOHN TWIST
MUSIC BY MAX STEINER
PRODUCED BY HENRY BLANKE
DIRECTED BY DAVID BUTLER

Born to be re-born
. . . again and again

Consider the star. The color negative captures her at her brilliant loveliest. Here, time for processing the film is a minor consideration. But in release prints she must be "re-born" in all her original beauty, again and again, at *money-making speed.*

To do this—faster—calls for meticulous attention to printing and processing . . . for color printing control systems, for example, that not only provide exposures at rates up to 200 fpm, but take care of scene-to-scene variations in negative density and in color balance.

Problems such as this are being solved by the industry. As a means of co-operating in all areas—especially in film selection, film processing and projection—Kodak maintains the Eastman Technical Service for Motion Picture Film. Branches at strategic centers. Inquiries invited.

Address: Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue, New York 17, N. Y.
West Coast Division
6706 Santa Monica Blvd., Hollywood 38, Calif.
Midwest Division
137 North Wabash Avenue, Chicago 2, Illinois

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 76. NO. 16 NEW YORK, U. S. A., FRIDAY, JULY 23, 1954 TEN CENTS

"Wants Facts"

Plan to Extend Arnall French Pact Protest

SIMPP President to Alert Other Agencies

Ellis Arnall, president of the Society of Independent Motion Picture Producers, who has charged that the new French film agreement violated the Export Trade Act, will bring the matter to the attention of other government agencies in addition to the Federal Trade Commission and the State Department. Arnall told Motion Picture Daily yesterday that he would be in Washington next week in connection with the complaint which he already has lodged with the FTC and Department of State.

"All we want are the facts," Ar-

(*Continued on page* 5)

WB Sales Heads in 2-Day Coast Meet

Ben Kalmenson, Warner Brothers' vice-president in charge of distribution, headed a contingent of home office executive and district managers to the Coast last night for a two-day meeting at the studio. The sessions will get under way on Monday. The purpose of the meetings is to give the sales heads an opportunity to see completed product and other pictures that are nearing completion.

Ben Kalmenson

Awaiting national release are "A Star Is Born," "Dragnet" and "Battle

(*Continued on page* 5)

U.K. Declines Role In Eady Levy Fuss

LONDON, July 22.—The government apparently has no intention of fixing the new Eady levy rate, as requested by the British Film Producers Association following the disagreement with Cinematograph Exhibitors Ass'n on the matter.

Answering the question put to him

(*Continued on page* 5)

Bar N.Y.C. from Collecting Tax Fractions Over 5%

Exhibitors Win First Round of Court Fight with City; Hearing on Form of Order Monday; Trial Is Set for Sept. 13

New York City exhibitors won a decisive victory in their fight against the recently passed municipal five per cent amusement tax yesterday when Supreme Court Justice Nicholas M. Pette issued a temporary injunction against the tax's "major fraction" feature, declaring it illegal and setting the case for trial on Sept. 13.

The September 13 hearing will decide whether the injunction issued yesterday should be made permanent.

One effect of the ruling will be the elimination of the tax on all admissions of less than 20 cents. Admittedly, this will apply to only a limited number of theatres and almost entirely to children's tickets in those.

Indications are, according to Thomas Bress, Loew's attorney, that the injunction would not become effective until Monday. Today, the exhibitor plaintiffs will file an order for the court to sign, which will be argued along with the form of order to be drawn up by the city. Amount of a bond to be posted by plaintiffs also will be argued.

Bress said plaintiffs will recommend a $500 bond be posted. On Monday both sides will argue the provisions of the order after which Justice Pette will decide which to sign. At that time the temporary injunction will go into effect.

The restraining order will not halt collection of the tax. Although three other charges were filed recently by five Queens theatres against the city, the court found only the city tax's "major fraction" feature to be illegal.

Although exhibitors still will be required to collect the tax from patrons, any part of the levy in excess of the

(*Continued on page* 5)

Columbia Announces Lineup of 19 Films On Current Program

Columbia Pictures yesterday announced a lineup of 19 productions which, according to the company, is the strongest product schedule in the company's history. The 19 films are entering release, awaiting release, in production or in final planning stages. "The Caine Mutiny" is being looked upon by the company as the pace-setter for the entire program, although Columbia executives say that future product may top the marks set by "From Here to Eternity" and "Caine Mutiny."

Ten of the 19 pictures are in color by Technicolor and four in CinemaScope. Parts of virtually all of the productions, Columbia stated, were filmed on location in this country and abroad, while "On the Waterfront" was shot entirely on location.

Among the early releases will be "On the Waterfront," to be followed shortly by Columbia's first CinemaScope film, "Three For the Show," starring Betty Grable, the Champions and Jack Lemmon. Already pencilled in for February release is John Ford's "The Long Gray Line," also in CinemaScope and Technicolor. "Joseph

(*Continued on page* 5)

Censor 'War' Seen in Md.

BALTIMORE, July 22.—A new censorship law for Maryland which would define how a picture can be termed "immoral" or "tend to incite crime" was urged here yesterday by Sydney R. Traub, chairman of the state's Board of Motion Picture Censors. At a hearing before a special committee of the Legislative Council, Traub cited the recent censor law passed in New York and added that the current Maryland laws are "inadequate" because of the decisions of the U. S. Supreme Court.

Yesterday's hearing by a Legislative Council committee headed by State Senator Layman Redden was the first of several which will be held this summer and fall. They will be pre-

(*Continued on page* 5)

"Broken Lance"

[20th Century-Fox]
(*CinemaScope*)

ONE of Spencer Tracy's most notable acting performances in recent years in a powerful, moving and, at times, tender story, places "Broken Lance" high on the list of top films to come before the CinemaScope lenses. In CinemaScope and color by De Luxe, the film explores a violent family conflict which results in bloodshed, the color line as it pertained to the American Southwest in the 1880's and the character of a self-made man who carved a cattle empire out of Indian country.

"Broken Lance" shows every indication of achieving box office success everywhere. It is the type of film which should appeal to every type of audience. Action, breath-taking scenery, engrossing story and realistic acting by every member of the cast are combined to entertain and enthuse both young and old alike.

Tracy tops the cast, with Robert Wagner, Jean Peters, Richard Widmark and Katy Jurado matching the veteran's stellar performance. Hugh O'Brian, Edward Franz, Earl Holliman and many others contribute important and competent portrayals in support.

Although camera work is secondary to story and acting in "Brozen Lance," Joe MacDonald's cinematography, employing the improved Cinema-

(*Continued on page* 6)

Republic 26-Week Net in Slight Rise

For the 26 weeks ended May 1, Republic Pictures Corp. and its subsidiaries reported a net profit of $1,045,393 before Federal tax provisions, estimated Federal normal and surtaxes of $565,000, or a net after taxes of $480,393.

For the 26 weeks ended April 24, 1953, Republic reported a net profit of $1,019,150 before Federal tax provisions, estimated Federal normal and surtaxes of $546,000, or a net after taxes of $473,150.

Personal Mention

ABRAM F. MYERS, Allied States chairman and general counsel, returned to his Washington, D. C., headquarters yesterday from a Maine vacation.

•

Thornton Sargent, publicity director for National Theatres in Portland, Ore., is meeting with Russell Brown and William Thedford of Evergreen Theatres in Seattle.

•

Morris Mechanic, owner of the New Theatre, Baltimore, is entertaining his brother, Bill Mechanic of Florida, who is visiting with him.

•

Carl Maghne, building supervisor for Evergreen Theatres in Seattle, is in Portland, Ore., to re-check the New Fox Theatre.

•

John R. Patno, Jr., of the Paramount Theatre, Springfield, Mass., will vacation at Westerly, R. I., next month.

•

J. Lawrence Schanberger, owner of Keiths Theatre, Baltimore, is vacationing at Atlantic City.

•

Rodney Collier, manager of the Stanley Theatre, Baltimore, is vacationing in Hershey, Pa.

•

Jim Larkin, B.O.A.C. theatrical representative, will leave here today for Bermuda and Europe.

•

Lew Grade, British actor, has left New York for London aboard a B.O.A.C. Monarch.

•

Ralph Martin of "Seventeen" will leave here today for a three-week vacation.

•

Charles Vanel, French actor, arrived here yesterday from Europe enroute to Hollywood.

'Lance' Bows July 29

Twentieth Century-Fox's CinemaScope production, "Broken Lance," will open at the Roxy Theatre here on July 29, the film company announced.

Average Admission Price Now at 49c

The average admission price at U. S. theatres today, according to a current Motion Picture Herald Institute of Industry Opinion survey, is 49 cents for adults and 16 cents for children. The average in 1938 was 22 cents and 10 cents, and in 1948 it was 44 cents for adults.

Average adult price in towns up to 7,500 population today is 40 cents; 7,500 to 30,000, 46 cents; 30,000 to 100,000, 57 cents, and over 100,000, 54 cents, for a combined average of 49 cents, the survey, which covers the Institute's exhibition panel, disclosed.

Group's Annual Meet

Kansas-Missouri Exhibitors Plan Sept. 28-29 Convention

KANSAS CITY, July 22.—The annual meeting of the Kansas-Missouri Theatre Association will be held Sept. 28-29 at the Hotel President here, it was announced following a meeting of the association's board of directors on Wednesday. The meeting was presided over by Leo Hayob of Marshall, Mo., president of the group.

The directors also extended an invitation to the newly organized Western Kansas theatremen's association to take part in the monthly meetings of the Kansas-Missouri board.

During the two-day convention, the executive board of the association decided that there will be no commercial displays. Promotion of public relations were discussed by Hayob and his associates. A COMPO message on selections of publicists of the industry in this area to lead in regional work was endorsed by the group's board.

Board members reported on incidents in which contacts were made with editors and publishers had resulted in editorials and feature stories helpful to the industry.

The prospective erection of a large outdoor billboard at an exchange brought suggestions that Film Row, with its attractive buildings, might eventually be so lighted and provided with symbols of the industry as to become a significant means of publicity for motion pictures to the passerby as well as to visitors.

A talk by a contractor of drive-in structures brought about a resolution for inquiry to be made concerning insurance rates on particular materials and constructions with a view to discovering ways to keep insurance at a minimum, or secure reduction of rates by using materials and construction that will draw lower rates.

Youngstein Back From Europe Tour

Max E. Youngstein, United Artists vice-president, will arrive here today from Paris after completing a 10-week survey of the company's production and promotion activities abroad.

During his tour of Europe's major film centers, Youngstein conferred with producers readying features for UA release and examined properties under consideration for acquisition by the company. The UA executive also met with overseas sales and publicity chiefs in Paris, Rome, London, Stockholm, Copenhagen, Helsinki, Brussels, Barcelona, Geneva and Frankfurt to map promotions for the roster of fall and winter releases.

Disney Suit Hearing Scheduled For Today

HOLLYWOOD, July 22.—Superior Judge Arnold Prager will hear arguments tomorrow on a motion filed by Walt Disney's counsel for a dismissal of a minority stockholders' suit filed June 17, 1953, against Disney and others by Clement J. Melancon, who charged the film producer has been paid an excessive salary under terms which are unfair to the stockholders.

Today's motion was based on the plaintiff's failure to post a $70,000 surety by July 14. Melancon, in his suit against Disney, also said that the producer has not paid out any dividends to the stockholders since 1947.

'Brides' in Houston Grosses Over $13,000

HOUSTON, July 22.—"Seven Brides for Seven Brothers," in the first four days of its world premiere engagement at the Loew's theatre here, garnered better than $13,000, MGM announced.

The film outgrossed every previous MGM picture at regular prices.

SAG, CBS Picture Pact in Negotiations

HOLLYWOOD, July 22.—The Screen Actors Guild and the Columbia Broadcasting Co., in a joint statement today, confirmed reports that the network is negotiating with the Guild for collective bargaining agreements covering actors in television films.

The statement which was released reads in part: "Discussions now are nearly completed and have had to do with minor clarifications to the Guild's basic television motion picture contract, necessitated by the fact that network operation is involved, CBS will be the first network enabled to produce its own films instead of contracting with producing organizations as is presently done."

Other networks are expected to follow the CBS example.

Counsel Asks 13 For Retractions Or Else

HOLLYWOOD, July 22.—Attorney Mabel Walker Willebrandt, representing Howard Costigan, a former assistant to Roy M. Brewer when the latter was the IATSE international representative here, served notice on 13 resident IA members that unless they publicly repudiate within 24 hours assertedly libellous communication attributed to them, imputing Costigan's membership in Communist-front organizations, appropriate legal action against them will be taken.

AA Signs Finch

HOLLYWOOD, July 22.—Allied Artists executive producer Walter Mirisch announced the signing of Peter Finch, British film star seen in "Elephant Walk," to co-star with Errol Flynn and Joanne Dru in "Black Prince," a CinemaScope production which AA and 20th Century-Fox will jointly distribute.

People

Roy M. Winkler has been named vice-president and creative art head of Buchanan & Co., advertising agency. Winkler, who has been with the agency for 12 years, also was elected to the board of directors.

□

Caryl Hamburger will take over the management of Baltimore's Centre Theatre when the house reopens later this month as the Cinema.

□

William Feld of Realart Pictures, Des Moines, has been appointed sales representative for Louis de Rochemont's "Martin Luther" in the Omaha and Des Moines territories.

□

Robert Rossen yesterday had an audience with King Paul and Queen Frederika of Greece. Rossen is in Athens scouting locations for "Alexander, the Conqueror."

□

Herman Barnett has resigned as art director of RKO Theatres here, effective today. He will announce his new affiliation shortly.

□

Ernest N. Arnberg, vice-president of Theatre Drapery Supply Co. of Seattle, was killed in an automobile accident near there this week.

□

Harry Lewis, Oregon representative for National Screen Service, became the father of a baby girl this week.

□

Herman King has arrived in Rome to merchandise "Carnival Story" throughout Europe.

Green Signs New Pact

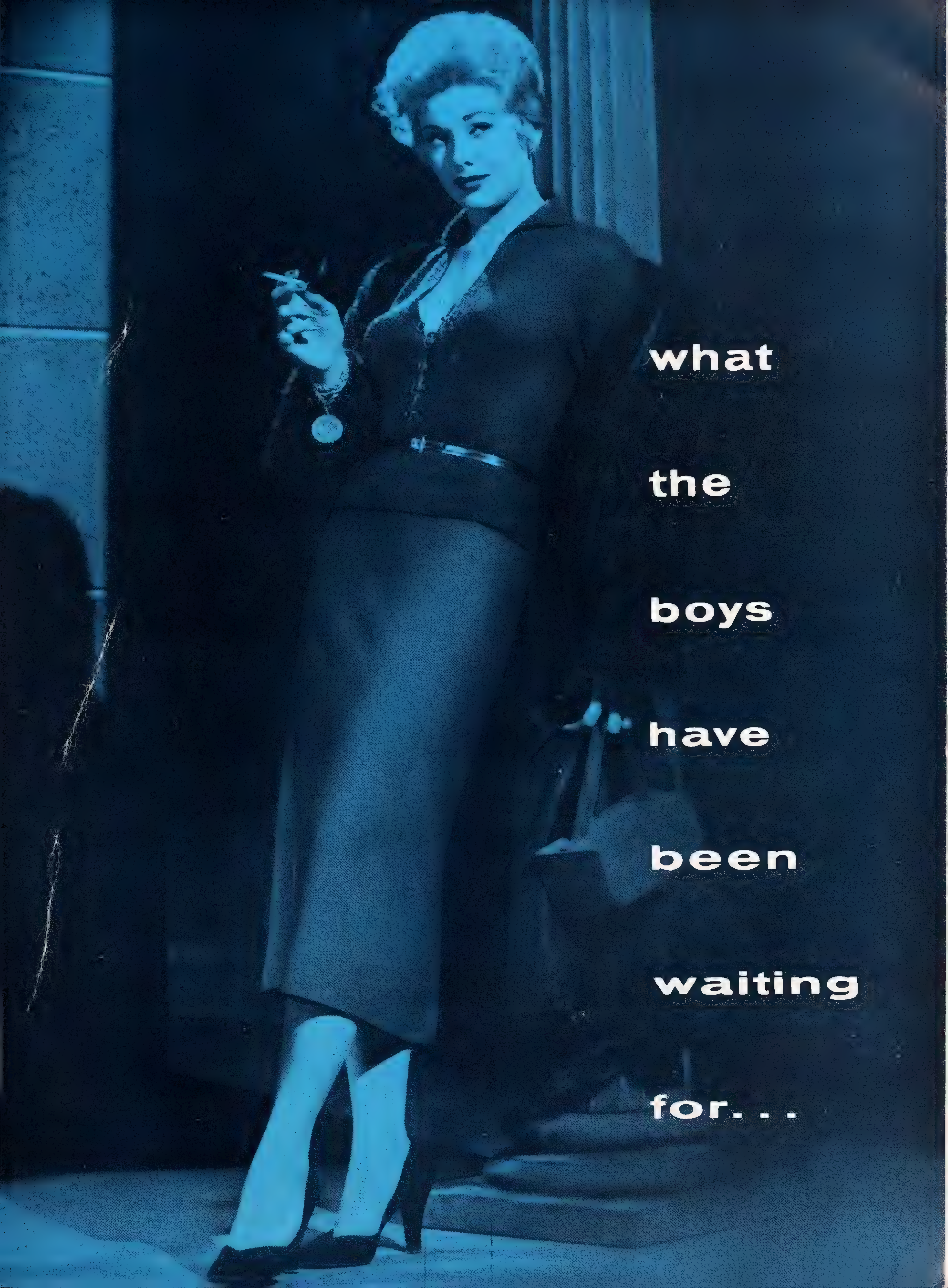
HOLLYWOOD, July 22.—Johnny Green, head for the last five years of M-G-M's music department, has signed a new long-term contract with the studio which gives him complete charge of all the studio's music activities.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"SEVEN BRIDES FOR SEVEN BROTHERS"
in CINEMASCOPE starring
JANE POWELL - HOWARD KEEL
Color by ANSCO - An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

WARNER BROS present WILLIAM A. WELLMAN'S
THE HIGH AND THE MIGHTY
CINEMASCOPE AND WARNERCOLOR
starring
JOHN WAYNE - CLAIRE TREVOR - LARAINE DAY - ROBERT STACK
JAN STERLING - PHIL HARRIS - ROBERT NEWTON - DAVID BRIAN
A WAYNE-FELLOWS PRODUCTION
PARAMOUNT
TIMES SQUARE

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.



what the boys have been waiting for...

Introducing

KIM NOVAK

THE STAR
FIND OF
THE YEAR
IN THIS YEAR'S
GREAT
SUSPENSE
DRAMA

Pushover

starring

FRED MacMURRAY

PHIL CAREY

And Introducing

KIM NOVAK

with

DOROTHY MALONE

Screen Play by ROY HUGGINS · Produced by JULES SCHERMER
Directed by RICHARD QUINE · A COLUMBIA PICTURE

FROM *Columbia*

FOR AUGUST
RELEASE

COMING
IN FEBRUARY
TYRONE ★ MAUREEN
POWER O'HARA
in JOHN FORD'S
**THE
LONG GRAY
LINE**

Columbia

(*Continued from page* 1)

and His Brethren" is regarded by Columbia as its most important picture. Location scenes have been made in Egypt. This, too, will be in CinemaScope.

Now in release are "The Caine Mutiny," "Hell Below Zero" and "Indiscretion of An American Wife." Ready for early release are "On the Waterfront," "Three For the Show," "Phffft," "The Violent Men," "Pushover," "Three Hours to Kill," "The Black Knight" and "Human Desire."

In production are "Joseph and His Brethren," "The End of the Affair" and "Price of Gold." In final planning stages are "Picnic," "The Man From Laramie," "Two Girls From Ohio," the latter a musical version of "My Sister Eileen," and "Pal Joey."

Listed among directors on the Columbia roster are John Ford, Edward Dmytryk, Mark Robson, H. C. Potter, Anthony Mann, Elia Kazan, Alfred Werker, Rudolph Mate, Fritz Lang and, from Italy, Vittorio de Sica. Independent producers contributing to the program are Stanley Kramer, William Goetz, Sam Spiegel, Harry Joe Brown, Irving Allen, Albert Broccoli and David Rose. Contract stars in the lineup include Judy Holliday, Van Johnson, Glenn Ford and Janet Leigh, while independent stars are Humphrey Bogart, Jose Ferrer, Fred MacMurray, Betty Grable, the Champions, James Stewart, Tyrone Power, Maureen O'Hara, Marlon Brando, Alan Ladd, Jennifer Jones, Montgomery Clift, Deborah Kerr, Gloria Grahame, Broderick Crawford, Barbara Stanwyck, Edward G. Robinson and Richard Widmark.

Censor 'War'

(*Continued from page* 1)

liminary to what is expected to be a major battle in next year's General Assembly between forces fighting for tight censorship and those urging limited authority by the censors.

Traub and his followers, however, are trying to salvage the right to outlaw a picture on the grounds that it is "immoral" or will "incite to crime."

This right was put under a cloud early this year by Supreme Court decisions which have received various interpretations. It was admitted yesterday by Traub that Maryland's present law provisions are too vague.

Eady Levy Fight

(*Continued from page* 1)

in the House of Commons today, Peter Thorneycroft, president of the Board of Trade, said: "We have arranged for a letter to be sent from my department to the associations concerned saying, "I assume that in default of their reaching an early agreement among themselves that they will proceed to arbitration on the matter in dispute."

The trade here interprets the Board's stand as throwing the ball back to the trade, especially the producers.

314 Shorts Produced

OTTAWA, July 22.—The Canadian government reports that 314 of the theatrical and non-theatrical shorts of five minutes or longer produced during 1953 were in English, 131 were French and 16 in other languages. The other 75 were silent films.

NYC Papers Reject Big "French" Ads

The New York "Times" and New York "Herald-Tribune" rejected large display advertising of the scantily clad figure of Jane Russell in her dance posture in "The French Line" heralding the opening of the film in subsequent run houses in the Metropolitan area.

The ad copy prominently featured the catchwords: "That Picture" and "That Dance." Other New York newspapers carried the large display ads placed by RKO Radio on a cooperative basis. The "Times" and "Herald-Tribune" accepted small ads on the film, using only a head-and-shoulders photo of Miss Russell.

Newspapers in other sections of the country, notably Chicago, also have refused the "French Line" advertising.

Meanwhile, Catholic clergymen and members of their parishes in Greenwich, Conn., picketed the Pickwick Theatre there which opened "French Line" Wednesday for a three-day run. Prior to the opening, Rev. Michael J. Guerin asked Neil Welty, manager of the Pickwick, to cancel the booking, but Welty refused.

The pickets carried cards describing the film as "moral filth" and "spiritual polio."

Enjoin City on Tax

(*Continued from page* 1)

five per cent limit set by the state enabling act will be eliminated. Up to now some prices have yielded a tax fractionally in excess of the legal five per cent.

All of the original allegations against the city filed by the five Queens houses on July 8, including violation of the state enabling act, will be brought before the Supreme Court in the September trial, Bress said.

Violates Three Laws

The other alleged violations of three respective city, state and Federal laws are: Section B32-5.0, of the Administrative Code of the City of New York, dealing with theatre license, which the plaintiffs declare is in direct violation of the tax law. The code states that a misdemeanor is committed if a theatre charges more than the fixed admission price plus a Federal admissions tax. The remaining two allegations declare the city tax in violation of provisions outlawing discriminatory taxation in the Federal and New York State Constitutions.

Stanley Buchsbaum, New York City assistant corporation counsel, yesterday said he is weighing the possibility of filing a notice of appeal to the Appellate Division, second department, "depending on what the court does Monday."

Section 571 of the Civil Practice Act, city attorneys feel, provides the city with an opportunity of continuing collection of the full tax, even in the face of the imposed injunction.

Under the law, the mere filing of an appeal would "stay the injunction" or permit the city to continue collecting the full tax pending the appeal, attorneys said. However, legal opinion is divided as to whether the mere filing of a notice of appeal by the city would stay the injunction.

Judge Pette's decision said: "The Federal Government has recognized the economic straits in which theatres and cinema houses are now placed and has reduced the Federal tax from 20 per cent to 10 per cent. These arguments which bear on the wisdom of the legislation rather than upon its legality are nevertheless important considerations for requiring the city to adhere rigidly to the authority under which it may levy the tax.

"In view of these circumstances, that portion of the law respecting a fraction of a cent whereby a tax in excess of five per cent is levied on certain admission charges, must be declared illegal," the judge's opinion stated.

It continued: "The local law contains a separability provision (section G 46-22.0) which provides that if any part of the law is held involved, the remainder shall not be effected thereby.

"Under these circumstances, a temporary injunction will be allowed herein restraining the defendants from collecting fractional parts of a cent to the extent that such collection imposes a tax in excess of five per cent."

"Thus, the tax on an 11 cent admission charge computed at five per cent is slightly more than one half cent," the court said. A one cent tax on an 11 cent admission charge "is slightly more than nine per cent, and is thus in excess of the five per cent tax authorized by the enabling act," it added.

Specifically Prohibits Tax

"The enabling act under which the city has enacted this tax specifically prohibits a tax in excess of five per cent. To the extent that this system respecting fractions exceeds the authority granted by the enabling act, it is illegal," the court declared.

William Friedman, spokesman for Edward C. Raftery, attorney for the plaintiffs, called the ruling a victory, "considering the mountain we had to crawl over" to get it. "It is as much as the industry hoped for," Friedman said.

In a late development in the tax picture the Board of Estimate voted a $209,160 appropriation yesterday to 70 new jobholders who will help collect the five per cent tax. They will work for the Department of Finance.

'Obsession' Here Aug. 4

"Magnificent Obsession," Universal-International's Technicolor film, based on the Lloyd C. Douglas novel and starring Jane Wyman, Rock Hudson and Barbara Rush, will have its New York premiere at Loew's State on Aug. 4.

WB Sales Meet

(*Continued from page* 1)

Cry." Pictures now before the cameras are "Helen of Troy," "The Silver Chalice," "East of Eden," "Drum Beat" and "Track of the Cat."

Home office executives accompanying Kalmenson to the west coast are Major Albert Warner; Samuel Schneider, vice-president; Wolfe Cohen, president of Warner Brothers International; Roy Haines, Western division sales manager; Jules Lapidus, Eastern and Canadian division sales manager; John F. Kirby, southern division sales manager; Norman H. Moray, short subjects general sales manager; Ed Hinchy, playdate department head; Bernard R. Goodman, coordinator of field sales activities; Robert A. McGuire, auditor of exchanges, and Howard Levinson, legal department.

Also attending the meetings will be Mort Blumenstock, vice-president in charge of advertising and publicity.

District managers attending include Norman J. Ayers, Eastern, New York; William G. Mansell, Central, Philadelphia; Robert H. Dunbar, Midwest, Chicago; A. W. Anderson, North Prairie, Minneapolis; Hall Walsh, South Prairie, St. Louis; W. O. Williamson, Southeast, Atlanta; Ed Williamson, Southwest, Dallas; Henry M. Herbel, West Coast, Los Angeles; Haskell M. Masters, Toronto, and Robert Smeltzer, Washington.

Arnall

(*Continued from page* 1)

nall said. "We just want to know whether the granting of subsidies is legal or illegal, proper or improper."

Arnall said that he had received an answer to his complaint from Bernard B. Smyth, chief of the FTC's Export Trade Division, who said that his unit would give the complaint its fullest consideration. Arnall said that Smyth also informed him that a meeting would be set up at a later date with Arnall and members of Smyth's staff.

Cinerama to Elect Directors Aug. 11

Election of directors of Cinerama, Inc., is the principal item on the agenda of the company's annual stockholders meeting scheduled for Aug. 11 in Oyster Bay, L. I. Candidates for board membership are Hazard Reeves, president and director; Harry Kalmine, vice-president of Stanley Warner and also a director; Edward Otis, vice-president of Gearhart & Otis, and Sidney Wolf, president of Micro-Wave Services, both directors. A new candidate will be nominated to fill the vacancy left by the death of Joseph Bernhard, a Stanley Warner executive.

In a message to stockholders, Reeves reported that a promissory note to Stanley Warner for $600,000, payable July 3, had been reduced by 50 per cent, with the balance extended, payable $150,000 on July 3, 1955, and $150,000 on July 3, 1956.

The letter also revealed that the corporation's accounts with Cinerama Productions Corp. are in dispute and that it may be necessary to submit the matter to arbitration. The issue involves claims aggregating $205,739 against the company.

Film Shares Active; New Highs Are Set

Amusement stocks, active and strong on the New York Stock Exchange for some time, moved to several new highs in yesterday's trading.

American Broadcasting - Paramount Theatres closed at a new 1954 high of 17⅞. Decca Records, with a 16,200 share turnover, closed at a new high of 11¼. The issue has been heavily traded recently, giving rise to reports that unidentified interests were buying into the company, which controls Universal Pictures. The latter at a closing price of 24, was near its high for the year.

Loew's and National Theatres were other amusement issues whose trading yesterday exceeded the 16,000-share mark. Both closed fractionally near their highs for the year, as did all other major motion picture issues, although in less impressive demand for the day than those mentioned.

'Living It Up' Tops Grosses of 'Shane'

In its first 11 playdates, "Living It Up," the Dean Martin and Jerry Lewis comedy, has drawn a total gross 16.5 per cent better than "Shane," which set new house records in many of the same theatres where "Living It Up" has opened to date, according to Paramount.

In nine of the 11 engagements reported, "Living It Up" has beaten "Shane" figures, and in the remaining two engagements has matched the western's grosses, Paramount said.

Theatres and opening day grosses for the film are: the Metropolitan, Boston, $5,004; Paramount, Buffalo, $4,167; State, Portland, Me., $1,893; Palace, Albany, $2,707; Olympia, New Bedford, $1,954; Lincoln, Trenton, $2,104; Boulevard drive-in, Allentown, $1,317; Paramount, Springfield, Mass., $2,176; Embassy, Reading, $1,417; and Stanley, Philadelphia, $5,516.

'Obsession' Tops 'Miller' Grosses

"Magnificent Obsession," Universal-International's Technicolor film based on the Lloyd C. Douglas novel, continued to top "The Glenn Miller Story," the biggest grosser in the company's history, in new openings, U-I announced today.

Opening days where the film topped "The Glenn Miller Story," were the State Theatre in New Bedford, with a $1,548 gross; the Midwest in Oklahoma City, $1,683; the Lafayette in Buffalo, $3,250; the Orpheum in Kansas City, $2,883; the Paramount in Syracuse, $1,850; and the State in Pittsfield, Mass., with a return of $589.

Record first week grosses were recorded at the RKO Palace Theatre in Cleveland, with a mark of $27,500 on the basis of six days and the evening premiere; at the United Artists Theatre in Chicago, $49,000, a new house record; at Loew's Grand in Atlanta, $16,500; the Warner in Youngstown, $11,000; and the Palace in Akron with $10,500.

'Living' Opens Today

Paramount's "Living It Up" will open at the Criterion Theatre here today.

Reviews

"Pushover"

(Columbia)

IN addition to being a Grade "A" murder melodrama, "Pushover" has the added drawing power of Fred MacMurray in a role that fits him like the proverbial glove. It also introduced Kim Novak, a siren type, who gives a capable performance.

Director Richard Quine keeps the tempo running smoothly throughout the grim action which deals with murder-for-profit and a $200,000 bank robbery. MacMurray plays the role of a detective assigned to crack the robbery case and, in so doing, takes up with Miss Novak, girl friend of the suspected thief, Paul Richards, on the theory that Richards eventually will contact her. Their friendship develops to a point bordering on love. When Miss Novak discovers that MacMurray is a cop, she proposes that he shoot Richards when the latter contacts her, in violation of MacMurray's orders to bring Richards in alive, so that the two can leave town together with the stolen money. MacMurray's surrender to the lure of money provides the motives that lead to the climax.

The scheme, however, backfires and MacMurray is killed in a gun battle with police. The happy ending is supplied by a romance between MacMurray's detective partner, Phil Carey, and Dorothy Malone, a nurse, who occupies the apartment next to that of Miss Novak.

The story by Thomas Walsh and William S. Ballinger was adapted for the screen by Roy Huggins.

Running time, 88 minutes. General classification. For August release.

"Broken Lance"

(Continued from page 1)

Scope lens, deserves mention. Nearly all of the film's panoramic shots, as well as many of the close-ups, enhance and add to the interest of the forceful story.

Told in flashback, as Wagner reminisces about his dead father, Tracy, the film shows the effect of the domineering rancher on his four sons and the inhabitants of the Southwest territory.

Led by Widmark, three of the sons revolt against their father's tyranny and wrest control of his ranch after he is afflicted by a stroke. Their hatred stems from Miss Jurado, an Indian, as Tracy's second wife, and Wagner as her half-breed son.

Wagner returns from prison to fight it out with his antagonists, but soothed by the wisdom of his mother and his love for Miss Peters, as the governor's daughter, he decides against further bloodshed. The love affair, between a half-Indian and the daughter of the governor, is treated with tenderness and good taste.

Sol C. Siegel produced and Edward Dmytryk expertly directed from Richard Murphy's screenplay. The film is base on a story by Philip Yordan.

Running time, 96 minutes. General classification. For release in August.

"The Law vs. Billy the Kid"

(Columbia)

BILLY THE KID rides again as a fugitive from the law in this Western about the gunman who was so fast on the draw that before long it didn't matter who was right. Scott Brady makes a manly Billy and Betta St. John is appealing as his girl.

Billy goes to work for British-born cattle rancher, Paul Cavanaugh, who treats him like a son, knowing his niece, Betta, loves him. Alan Hale, Jr., a jealous ranch hand who hates Billy, arouses the neighboring county's sheriff and his men to action. Cavanaugh is murdered without cause, so Billy declares personal war on Hale.

Otis Garta, as Gov. Wallace (the same Lew Wallace, it is revealed, who wrote "Ben Hur"), offers Billy freedom if he will lay down his arms and keep the peace. Desiring retribution for Cavanaugh's slaying, he refuses. He is captured, tried and condemned to hang but escapes, shoots Hale and returns to Miss St. John. Thereupon he is killed by duty-bound friend, James Griffith.

The picture has standard production values for its bracket and performances are in kind. It should fill the bill where Westerns are in demand.

It was produced by Sam Katzman and was directed by William Castle from a screenplay by John T. Williams.

Running time, 73 minutes. General classification. Release date, not set.

Gualino Reelected President of ANICA

Dr. Renato Gualino has been reelected president of the International Federation of Motion Picture Producers Association for the third time. An Italian film industry leader, Dr. Gualino is also chief of ANICA's foreign offices, president of I.F.B., director general of Italian Films Export and president of Lux Films.

Jackson to Seek IATSE V-P Office

HOLLYWOOD, July 22.—Alan Jackson, business agent for the IATSE Laboratory Technicians, Local 683, will run for the second vice-presidency on the Roy M. Brewer ticket opposing Carl Cooper, who is an international representative here, it was announced today. The IA administration has nine vice-presidencys.

Film Quality Quotes In New COMPO Ad

The 22nd in the series of COMPO ads being published in "Editor & Publisher," which will be printed in the issue of tomorrow, summarizes some of the recent favorable comments by newspaper writers on the quality of current films, and predicts that the pictures coming up for the new fall-winter season will be even better.

The ad, captioned "Adjectives, Sure, But This Time They're Not Ours," points out that Otis Guernsey, Jr., the "New York Herald Tribune" critic, in writing in his paper about the task of selecting the 10 best pictures of 1953 had this to say: "The vastly improved quality of recent movies makes this a tough year for a man trying to assemble a list of best films. There's enough to justify a list of 20 or 30."

Wayne Oliver, AP writer, is quoted as follows: "The movie industry is maintaining its hard won gains of recent months and looking for a new boost later in the year from a crop of top-flight pictures."

Bob Thomas, another AP correspondent writing from Hollywood said: "You, the ticket buyers, are going to the movies more often. The 'lost' audience has been found again. You and your neighbors don't stare at TV sets as much as you used to."

The ad also quotes from the annual report last year of the motion picture division of the General Federation of Women's Clubs which, after calling attention to the fact that "two exceptionally fine motion pictures were released every week," went on to say that "American movie goers saw a greater number of outstanding motion pictures during the past year than in any previous 12-month period on record."

"Believe us," the ad says, "there are plenty of good movies. And with new wide screen devices and sweeping improvements in production and projection, they're getting better every day. If you're in the mood for a movie, there's always one around worth seeing."

Ill. Allied Re-Elects Kirsch, All Officers

CHICAGO, July 22.—Jack Kirsch, who has been president of Allied Theatres of New Jersey since 1938, has been re-elected president of the group for a term of three years at a Blackstone Hotel meeting here today. Also re-elected, for one year terms, were Van Nomikos, vice-president, and Benjamin Banowitz, secretary-treasurer.

Directors who were re-elected for the year are: Bill Charuhas, Jack Clark, James Gregory, Robert V. Harrison, Donald Knapp, Verne Langdon, Charles Lindau, Howard Lubliner, Sam C. Meyers, Richard B. Salkin, Arthur Sass, Arthur Schoenstadt, Nate Slott, Joseph Stern and Bruce Trinz. Harry Nepo was again named sergeant-at-arms for a one-year term.

Fla. Personal Changes

TAVARES, Fla., July 22.—Kenny Sears, manager of the Lake Theatre here, has moved over to Eustis, Fla., to manage the Movie Garden. Joseph Gibson of Marietta, Ga., replaces him in Tavares.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 76. NO. 17 NEW YORK, U.S.A., MONDAY, JULY 26, 1954 TEN CENTS

Tradewise . . .

By SHERWIN KANE

NEW YORK CITY exhibitors pinpointed a glaring flaw in the municipal five per cent admission tax which went into effect July 1 in their Supreme Court suit, decided in their favor last week.

They charged, and the court agreed, that the tax scale imposed upon motion picture theatres by the city, in some specific price instances, resulted in a tax of nine per cent.

The enabling act under which the state authorized the city to impose an admissions tax limits such tax to a maximum of five per cent of the ticket price.

•

Unfortunately, the city's presumption in helping itself to a tax almost double the amount it is legally entitled to, does not invalidate the entire tax ordinance. The city can continue to collect what the state enabling act authorizes it to, but no more.

It is recalled that the city's financial "experts" gave some confused estimates of the probable yield of the tax during public hearings prior to its adoption. The explanation might be that some of the city's estimates were based on an illegal nine per cent tax, if they got away with it, and others on the authorized five per cent tax, in the event they didn't.

•

City financial authorities would be well advised now to re-appraise their income not only in the light of the Supreme Court decision with respect to the admissions tax, and the cost of collecting and policing that levy, but also in the light of the effect of that decision on the city's three per cent sales tax collections.

These, too, have been confiscating an apparently illegal share of breakage where the tax amounts to less than one cent but more than a half-cent. There is the possibility of recovery suits being instituted against the city involving millions of dollars in that field.

•

There is also in the offing the possibility that the state will revoke

(*Continued on page 2*)

RKO Extends Stock Purchase Period To Sept. 30 to Hughes and 'Holders

Another extension of time in which stockholders of RKO Pictures may exercise their privilege of tendering stock to the corporation for redemption at $6 per share was authorized by the board of directors at the weekend, this time until Sept. 30.

The board also extended to the same date the period within which Howard Hughes may accept the company's offer to purchase from him, at $6 per share, all or any portion of the 1,262,120 shares of stock owned by him. The previous deadlines had been next Saturday.

At last reports, RKO stockholders had tendered an approximate 900,000 shares of stock for redemption. Hughes, however, has not indicated one way or the other whether he will accept the corporation's offer to buy his holdings.

Meanwhile, the outcome of the Hughes-Floyd Odlum maneuvers for the ultimate control of the company remains speculative. For the last few weeks, there have been reports that an announcement of the wrap-up of the deal could come "any minute."

Para. to Celebrate 40th Anniversary With Sales Drive

The 40th anniversary of Paramount Pictures, 1914-1954, will be celebrated this autumn by the Paramount sales organization with a national sales drive titled, "Paramount's 40th Anniversary—A Salute to the Future."

The drive, envisaged by the sales organization as the biggest event of its kind in the company's 40-year history, will open Aug. 29 and continue for 14

(*Continued on page 8*)

Loew Gets Another 6-Month Extension To Divest 8 Houses

WASHINGTON, July 25.—Loew's has received another six months extension of its divestiture deadline.

Under the original consent decree, Loew's was to have gotten rid of 25 theatres by Feb. 6, 1954. Early this year, this was extended to Aug. 6, and now the Justice Department has agreed to extend it again until Feb. 6, 1955. Justice officials said Loew's still has eight theatres to dispose of.

Set Tentative Dates

Allied Meeting With Sales Heads May Start Aug. 17

WASHINGTON, July 25.—Allied States Association's committee to meet with distributor heads now hopes to hold those meetings starting on Aug. 17.

After talking by long-distance telephone to Allied president Ben Marcus, general counsel Abram F. Myers said Wilbur Snaper, president of New Jersey Allied, who is arranging the meetings for Allied in New York, would be asked to try to set up sessions with the various companies for Aug. 17, 18, 19 and 20. Allied's committee is planning to discuss its complaint that high rentals have been depriving exhibitors of the benefit of the recent excise tax cut and other charges against the distributors.

Myers explained that Allied preferred to hold the meetings starting the 17th because those days are just before Allied's summer board meeting in West Virginia, and thus Allied officials from the West could make both the New York sessions and the board meeting on one trip.

Mexican Government Enters Film Strike

MEXICO CITY, July 25. — The Mexican Labor Ministry was earnestly attempting to end the National Cinematographic Industry Workers Union strike at the weekend which closed 1,237 theatres and the offices of 23 American and other foreign distributors here.

The government is eager to end the strike because of the popularity of films in this country and the heavy loss in taxes which will result.

The union ordered the strike in order to secure a 35 per cent blanket pay increase after an all-night session where an employers' offer was rejected. The Cinematographic Workers want to have the same pay scale throughout Mexico.

Appeal 'Mandatory'

NYC Theatres Map Strategy Move on Tax

Meanwhile, Hearing in Queens Court Postponed

By FRANCIS BACKILMAN

Exhibitors and attorneys representing five Queens theatres which won a temporary injunction last week restraining a provision of the New York City five per cent amusement tax, at the weekend called a strategy meeting for tomorrow morning to map future plans in their opposition to the tax.

The meeting, at which suing exhibitors and their lawyers will discuss the latest developments in the tax picture and devise new strategy, will be held tomorrow morning in the offices of Joseph R. Vogel, Loew's Theatres vice-president.

The new development postpones a hearing previously set for today in Supreme Court, Queens, at which exhibitor and city attorneys were to have filed orders for the court to sign. The exhibitor order, when presented, will be argued along with the form of order to be drawn up by the city. Amount

(*Continued on page 8*)

Johnston to Address IMPDAA on Aug. 9

Eric A. Johnston, president of the Motion Picture Association of America, will address a closed membership meeting of the Independent Motion Picture Distributors Association of America at a luncheon on Aug. 9 at Sardi's Restaurant here, it was announced by Arthur L. Mayer, IMPDAA president.

Johnston will fully explain the newly concluded motion picture contract with the French government. IMPDAA members are said to be greatly

(*Continued on page 8*)

'Brides' Opening Day Sets RCMH Record

The biggest opening day gross ever recorded at the Radio City Music Hall was announced at the weekend. The M-G-M CinemaScope production, "Seven Brides For Seven Brothers," grossed $25,100 on opening day Thursday.

Personal Mention

ARNOLD M. PICKER, United Artists vice-president in charge of foreign distribution, will arrive in Hollywood over the weekend from Mexico City.

•

Phillip Smith, president of the Smith Management Co., Boston, and family, are vacationing in Bretton Woods, N. H.

•

Harold Rand, 20th Century-Fox trade press representative, has returned here from a West Coast vacation.

•

Ray McNamara of the Allyn Theatre, Hartford, and family have returned there from a Cape Cod vacation.

•

Ira Tulipan, 20th Century-Fox publicity representative, is vacationing in Nantucket, R. I.

•

Meyer Hutner, of the 20th Century-Fox publicity staff, has returned from a Woodstock, N. Y., vacation.

•

Robert Rossen, producer, arrived in New York from Rome over the weekend via Pan American.

•

Dennis Holy, British actor, will arrive here today from London via B.O.A.C. Monarch.

Brewer Barnstorms For IATSE Post

Roy M. Brewer, IATSE presidential candidate, left Los Angeles at the weekend for a 10-day cross-country barnstorming campaign tour which will culminate in Washington on Aug. 4, according to Russell M. Moss, executive vice-president of Home Office Employees, local H-63, IATSE.

Moss, candidate for vice-president of IATSE, will meet Brewer when he arrives in Washington after which both candidates will proceed to Cincinnati for the IATSE bi-annual convention on Aug. 9.

Brewer will make stops in Nebraska, Utah, Montana, Iowa and Illinois, recruiting support for his election, before arriving in the nation's capital, Moss said.

Powell Cools Closed Theatre With Fans

ST. GEORGE, U., July 25.—Thanks to Dick Powell's recent visit here with RKO's "The Conqueror" troupe, the local theatre may stay open during the Summer months, the first time in its history.

The producer-director had giant fans installed to lessen the heat while screening the daily rushes and left them behind in appreciation of the interest shown by the townspeople in his work.

French Like 'Scope Showing: Einfeld

Enthusiasm for "The Advancing Techniques of CinemaScope" was registered by more than 700 exhibitors, members of the press and representatives of the French film industry following demonstrations at the Normandie Theatre in Paris, according to a cable from Charles Einfeld, vice-president of 20th Century-Fox, received over the weekend in New York by the company.

'Scope Reel Acclaimed

Einfeld, who is making a swing through Europe on behalf of the forthcoming CinemaScope production "The Egyptian," reported acclaim for the demonstration with discussions of its merits lasting long after the showing was over. On hand for the showing and acting as hosts for the occasion were Murray Silverstone, president of 20th Century-Fox International Corp., Albert Cornfield, managing Director for Europe, and Giulio Ascarelli, publicity manager for Europe.

Einfeld also held meetings with the following company foreign managers, Federico Micucci, Italy, Sven Nygren, Sweden, and Pedro Bistagne, Spain, on "The Egyptian" and other upcoming pictures.

Einfeld leaves for Scandinavia tomorrow for visits to Stockholm, Copenhagen and Oslo.

79 Italian Films in Works at Mid-year

A total of 79 films went before the cameras in Italy in the first six months of 1954, including 74 new Rome-sponsored productions, one American project, and four features on which shooting, which began in 1953, was resumed this year, according to the latest figures received by Italian Films Export.

Fifteen new pictures were begun last month, the same number as were started in March. Figures for the other months were: January, 19; February and April, 9; and May, 12.

Of the 74 new Italian films, 14 are co-productions with French companies and one each is being co-sponsored by a German, Spanish and Egyptian company. Thirty-two of the pictures are color productions with 17 in Ferraniacolor, six each in color by Technicolor and Eastmancolor, two in Gevacolor and one in Warnercolor.

'Detective' Selected For Venice Festival

Columbia Pictures moved into a commanding lead in the Venice Film Festival yesterday when the company announced that "The Detective," based on G. K. Chesterton's "Father Brown" stories, had been selected for showing at this all-important European judging.

This makes the third Columbia film requested for showing by officials of the Venice Festival. Previously the company has announced that "The Caine Mutiny" and "On The Waterfront" would be screened for the international board at Venice.

Ill. Allied Equipment Group Aids Members

CHICAGO, July 25. — A special equipment committee set up by Allied Theatres of Illinois for the purpose of studying the various wide-screen and stereophonic sound systems has served a definite purpose, president Jack Kirsch said here in his annual report to the membership.

"We earnestly believe," he said, "that the existence of this committee has had a profound effect on the equipment trade to the extent of creating an element of competition among the various manufacturers and dealers with the result that prices originally quoted to individual exhibitors were gradually lowered after the committee made itself known to the trade."

Kirsch said that as soon as the equipment "muddle" adjusts itself, in the light of the many developments which are coming out, this committee will resume its functions and pass all available information to the unit's members.

The purpose of the committee was two-fold; namely:

¶ To create a technical staff which would be responsible for a complete technical survey of each Allied theatre. This technical staff would be made up of engineers from the various sound and projection equipment firms, whose responsibility it would be to determine exactly what additional equipment was required for the proper installation of wide-screen and stereophonic sound equipment.

¶ To obtain from dealers and manufacturers of quality merchandise the best possible prices on the group purchasing of equipment required for each individual Allied theatre.

As a result of this committee's activities, Altec Service Corp. made surveys of many of our theatres at no cost and the results of these surveys were turned over to the exhibitors involved.

Milwaukee 50% Over Makelim Plan Quota

MILWAUKEE, July 25.—Independent producer Hal. R. Makelim announced that over 50 per cent of the exhibitors in the territory had subscribed to his production plan after a meeting of the Allied Independent Theatre Owners of Wisconsin at the Hotel Schroeder here.

Makelim explained his 12-picture plan to the representatives of over 200 theatres.

Ben Marcus, National Allied's president, who introduced the producer to the membership, summed up the Makelim plan as the "solution to the many problems facing the independent exhibitors of America."

Files 'Piracy' Suit

Authoress Edna Buckler has filed suit in the N. Y. Federal Court against Paramount Pictures for an accounting of profits. The suit charges that Paramount's "Sunset Boulevard" (released in 1950) was pirated from her original play entitled, "Fifth Freedom," which was written prior to 1947 and allegedly submitted to Paramount. The complaint asks damage to the extent of $2,000,000.

Tradewise . . .

(*Continued from page* 1)

the city's authorization to levy the admissions tax at all.

Indeed, the Wagner administration has excellent cause at the moment for regret that it refused to heed exhibitors' arguments against the tax at the public hearings at City Hall in June. Had it done so, it might have averted not only some troublesome but, also, extremely costly consequences.

No matter what the Wagner administration says, it did have alternatives to an admission tax. In enacting the levy, it was inviting trouble.

The invitation, it would begin to appear, is being accepted.

Heller & Co. Profit Up for Half-Year

CHICAGO, July 25. — Walter E. Heller & Co., which is active in motion picture financing, reported consolidated net earnings of $1,179,996 for the six months ended June 30. Comparable earnings in the first half of 1953 were $885,636.

After preferred stock dividend requirements, the 1954 half-year earnings were equal to $1.78 a share on 569,118 shares of common stock outstanding, compared with $1.76 a share on 433,644 shares of common stock outstanding, in the same period a year before.

Walter E. Heller, president, said that receivables acquired through the company's November merger with National Discount Corp. of South Bend, Ind., and through the latter's subsequent operation as a division of Heller, had been sold in their entirety in June. As a result of the merger and subsequent sale of receivables, Walter E. Heller & Co. increased its capital and credit without cost and has derived some gain from the sale.

RKO Indianapolis Shipping to NFS

INDIANAPOLIS, July 25.—Physical distribution of RKO Radio product here has been taken over here by States Film Service, an affiliate of National Film Service, Inc.

Outside of two shipping depots, RKO handles its physical distribution through its own offices. The arrangement here marks the first time that RKO has assigned its shipping to an outside organization in a regular key city.

Resigns Hartford Circuit

HARTFORD, July 25.—E. A. Grecula, an executive with the Hartford Theatre Circuit since 1945, has resigned to become office manager of the Symphony Society of Greater Hartford. Grecula had been serving as manager of the Colonial Theatre here, and also was the Hartford circuit's advertising and publicity manager.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

In the THEATRE Equipment & Refreshment World . . .

• • with RAY GALLO

REDUCTIONS in the prices for "Ampex Master" stereophonic sound systems to be made effective immediately have been announced by Jim Mahon, theatre equipment sales manager for the Ampex Corp., Redwood City, Calif. In announcing the price reductions, termed "drastic" by Mahon, he said that "enthusiastic acceptance of Ampex equipment in the motion picture industry has enabled us to achieve the economics inherent in efficient, quantity production. The savings are being passed along to the theatre owner in the form of decreased prices," Mahon said.

◆

Wallet-size cards containing projection formulae for calculating any lens or screen dimensions or the screen throw-distance are being supplied free of cost to the trade by the Projection Optics Co., Inc., Rochester, N. Y., either directly or through its dealers. One side of the card is devoted to CinemaScope's 2.55 to 1 ratio while the other is for standard films in any aspect ratio. The data can be applied both to indoor and drive-in theatres.

◆

A pocket 3-D image "axis finder" has been marketed by Polacoat, Inc., Blue Ash, O. A projectionist viewing a polarizer in the projection booth through the finder can instantly determine whether the axis of a port is proper, it is said, and also the efficiency of the polarizer can be determined by the relative density of wedge-shadows appearing on the finder. The angle of the axis of polarization is read directly on a calibrated scale at the rim of the lens, which is housed in a metal ring that slides between the cover plates of a rigid anodized aluminum case. The case completely protects the lens when carried as a pocket instrument.

◆

Graham W. Dible, "The Orchid King," Los Angeles, is offering orchid corsages to theatres which can be used as gifts to theatre patrons in special promotions to boost attendance. Under the special offer, which is an annual event conducted for a limited time only, exhibitors buying 100 corsages at the regular price can purchase an extra 100 at only one cent each. The corsages are available in one, two or three blooms and require only ordinary refrigeration, according to Dible. He also states that shipment will be made to any location in the country overnight via air.

Disneyland Premiere Set

Walt Disney's forthcoming television series, "Disneyland," will bow on the American Broadcasting Co. network on Oct. 27, ABC-TV has announced. The series of programs will include cartoon animation, live action and a combination of both with Disney hosting the above.

Cincinnati Area Business Okay in 'Scope Theatres

CINCINNATI, July 25.—A survey of theatre business in the local and surrounding territories reveals that the turnstiles are clicking and the receipt curves point upward in those houses which show CinemaScope programs, although there are a few isolated exceptions. The scales have been increased, but in one house, the Paramount, larger of the two Northio units at nearby Hamilton, O., admissions have been reduced from the original 90 cents plus to the regular house scale of 50 cents for matinee and 70 cents evenings. Three downtown and five suburban houses in Cincinnati show CinemaScope programs, although on a sporadic basis. When playing regular product, business conforms to the usual pattern, the better pictures garnering good grosses, while those in the mediocre category "wither on the vine" from the box office angle. Outstanding business currently in Cincinnati is being done by Cinerama at a scale of $1.20-$2.60. This latest addition to the entertainment field appears to have helped CinemaScope business by "whetting the public's appetite for something new in amusements."

Subsequent Runs Suffering

Although CinemaScope has proved a blessing for the theatres showing it, the subsequent run houses are suffering an adverse reaction, because of these showings.

F. W. Huss, Jr., president of Associated Theatres, one of the largest local chains of suburban subsequent run houses, aptly expressed the mass plight of his fellow theatremen and their thinking on business conditions, present and future.

"Although business is normally better during the hot summer months, because of the patrons taking advantage of the cooling systems, our greatest problem, and it is indeed a major problem, is securing product. Our bookings are becoming increasingly more difficult. Since downtown showings of CinemaScope eliminates the regular product for subsequent run availability. We are not equipped to show CinemaScope, and even though we were, the smaller houses could not afford to pay the high percentage terms which the distributors are demanding. This limitation is working a definite hardship and makes it impossible for us to plan or predict what future business will be, if any."

Hopeful With Crossed Fingers

"The consensus of exhibitor opinion," Huss continued, "is that conditions will adjust themselves sooner or later. Othewise, the future outlook for business in the suburban spots does not present a very optimistic outlook. I speak in behalf of my fellow exhibitors," he concluded. "We are keeping our fingers crossed and are hopeful."

Some of the drive-ins here and in the area are booking first run product, while others are playing triple bills of the older releases. Business generally at the outdoor theatres is good, due in a large part, exhibitors say, to the fact that patrons can "come as they are" and the added economy of not having to employ a baby sitter.

Wants To Drop Charter

OTTAWA, July 25. — Esquire Films, Ltd., of Toronto, has applied to the Secretary of State of Canada for leave to surrender its charter.

First-Runs Above Normal in Memphis

MEMPHIS, July 25.—First run theatre attendance here is reported to be "well above normal summer business," according to a checkup. Whether the pull is due to strong product or a desire on the part of the public to cool off in the air-conditioned theatres has been a topic for speculation, but most theatre managers give full credit to the pictures.

"Gone With the Wind" drew "six times the average-size audience," according to Arthur Groom, manager of Loew's State, who said that the picture in its first week drew the biggest gross since "GWTW" first played the State in 1940. Recent standout business was reported here on "High and the Mighty," "Three Coins in the Fountain," "Knock on Wood" and "Garden of Evil." In some cases, it was said, patronage was doubled over that of an average week.

The neighborhood houses report spotty attendance, depending on the picture.

Drive-ins Doing Better Business in Nashville

NASHVILLE, July 25.—Drive-ins apparently are doing the top business in this area, although "Gone With the Wind" was a sell-out four times daily at Loew's.

Theatres of the Crescent circuit claim there is no marked improvement over patronage a year ago, with top pictures doing the usual better business. The Rockwood Amusement Co. reports that large screens have been installed in eight of its theatres but that, as yet, there has been no improvement in attendance.

On the other hand, the Colonial, with a new screen measuring 50 by 120 feet, has held over every CinemaScope picture since it opened with "The Robe."

Nashville will have its third television station in operation next month. Exhibitors here have their fingers crossed as to what the effect will be.

35 Theatres Book Telecast of Opera

With other deals pending, 35 theatres in the Warner, Loew's and Fabian circuits have been booked to televise the Metropolitan Opera's opening night on a coast-to-coast hook up, Theatre Network Television reports.

The special program will offer top singers in scenes from three operas: "La Boheme," "The Barber of Seville" and "Aida." The cast for the Nov. 8 opening will include, among others, Robert Merrill, Roberta Peters, Richard Tucker, Norman Scott, Jerome Heinz, Leonard Warren, Blanche Thebom, Vittorio De Los Angeles and Mario Del Monaco.

Some of the theatres will operate on a commercial basis, while others will be tied in with charities in association with the Metropolitan Opera Guild. Committees to support the program are being appointed throughout the country. TNT expects the event to be the "greatest of its kind to date."

People

R. Keith Petzold, until recently general manager of Jesse Jones Theatres, Portland, Ore., and previously advertising manager of J. J. Parker Theatres, has been named executive secretary of the Portland Junior Chamber of Commerce.

◆

Mrs. Rose Lancaster, who has been on Atlanta's film row for the last 27 years and with Astor Pictures for the past 10 years, has resigned to go with Strickland Film Co. as laboratory technician.

◆

Louis Orlove, M-G-M exploiteer for Wisconsin and Upper Michigan, rated a four-column feature story in the Madison, Wis., "Capital Times" for his plan to beautify neglected graves.

◆

Gordon Scott, a six-foot-three inch lifeguard from the Sahara Hotel, Las Vegas, is the newest "Tarzan." He will debut in "Tarzan's African Legend," to be produced by Sol Lesser for RKO release.

◆

L. Roy Pierce, former district manager for Fox-Wisconsin Theatres and recently a theatre man in Milwaukee, has retired after 19 years in the industry to Klamath Falls, Ore.

◆

Walter Lantz, cartoon producer, and Mrs. Lantz will leave here Aug. 20 for a six-week tour of Universal's European offices to stimulate Lantz product sales overseas.

◆

Mary Fears, who has been with the Interboro Circuit here for 19 years, has resigned to join another industry. She was the personal secretary to Stanley Kolbert.

◆

Nate Oberman, head booker for the M-G-M exchange, in Boston, is in the Allerton Hospital, Brookline, for an emergency appendectomy.

◆

Harold Young, director, is off to Amsterdam to direct Robert Alda in a TV series for Triangle Productions.

◆

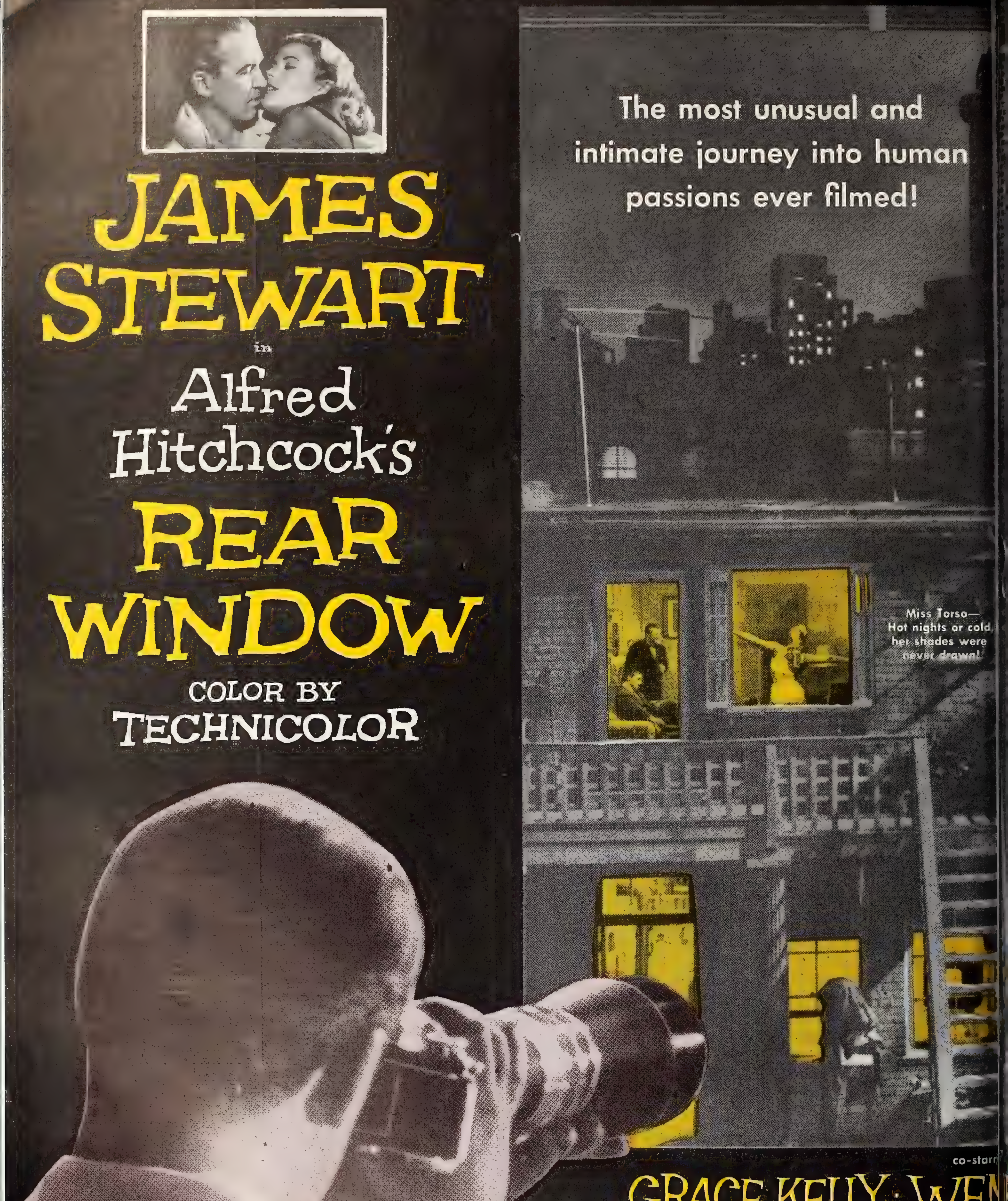
Albert D. Van Brunt also of Buchanan & Co., has been named a vice-president.

Herald-T. Ran 'Line' Ad; World-T. Balked

"Motion Picture Daily" inadvertently reported on Friday that the N. Y. Herald-Tribune in addition to the N. Y. Times had rejected the display advertising on the "The French Line" ordered by RKO Radio for the metropolitan area subsequent runs of the picture.

The N. Y. Herald-Tribune ran the ad in question. It was the N. Y. World-Telegram which, after running the ad on Wednesday, declined to repeat it on Thursday.

MILLIONS WILL SOON BE HEADING TO Y



JAMES
STEWART

in

Alfred
Hitchcock's

REAR WINDOW

COLOR BY
TECHNICOLOR

The most unusual and intimate journey into human passions ever filmed!

Miss Torso—
Hot nights or cold,
her shades were
never drawn!

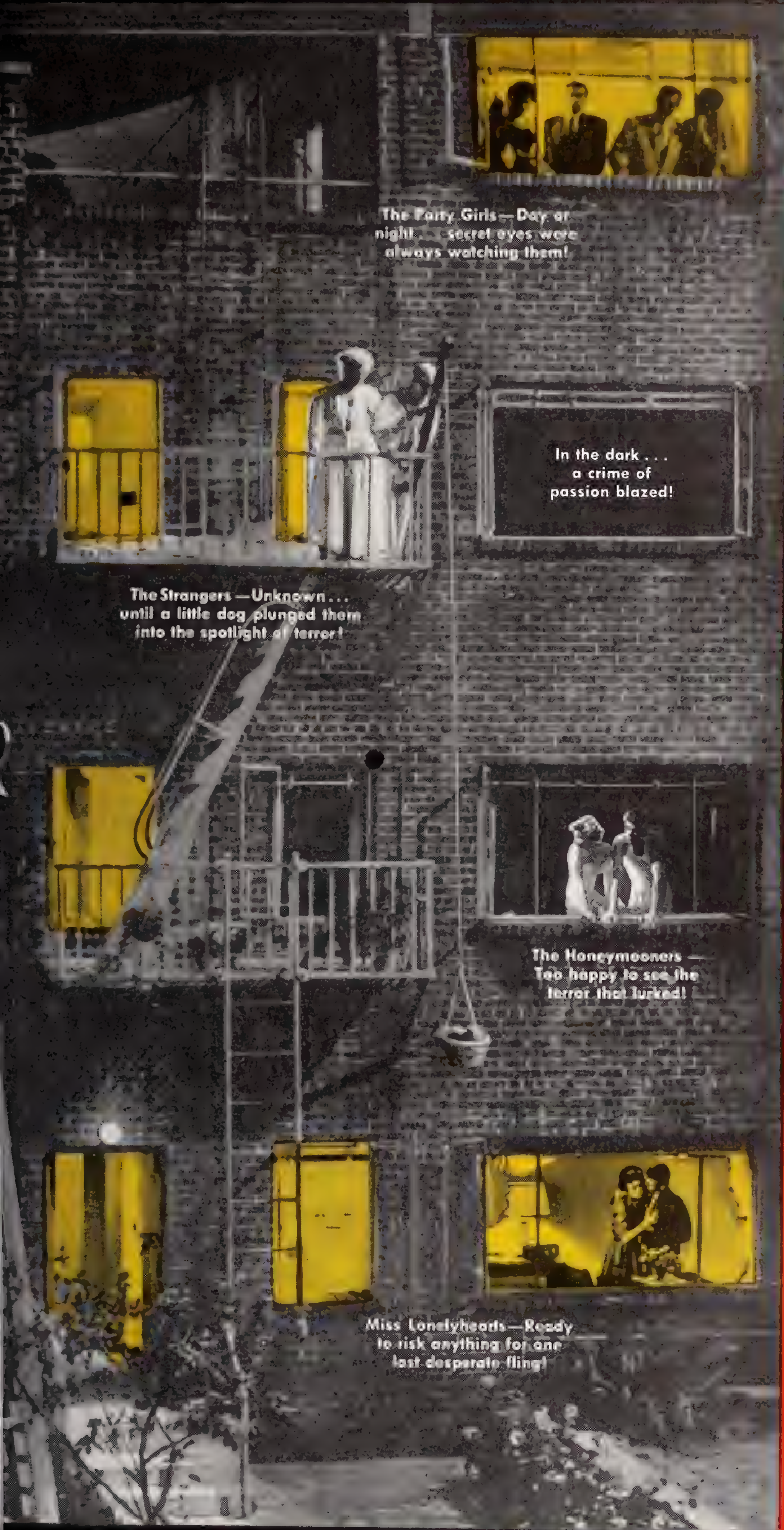
co-starr

GRACE KELLY · WE

with RAYMOND BURR · Directed by

BASED ON THE SH

R BOXOFFICE “WINDOW”


The Party Girls—Day or night! . . . secret eyes were always watching them!
In the dark . . . a crime of passion blazed!
The Strangers—Unknown . . . until a little dog plunged them into the spotlight of terror!
The Honeymooners—Too happy to see the terror that lurked!
Miss Lonelyhearts—Ready to risk anything for one last desperate fling!

ELL COREY · THELMA RITTER

HITCHCOCK · Screenplay by JOHN MICHAEL HAYES

BY CORNELL WOOLRICH · A PARAMOUNT PICTURE

“HITCHCOCK’S BEST . . .”
—M. P. Daily

“Hitchcock’s biggest boxoffice success. A knock-out. Recommended on all counts without qualification.”
—M. P. Herald

“Sensationally good. Top line entertainment. Hitchcock at his best.”
—Film Daily

“Sturdy grossing in keys and elsewhere. Very earthy quality to relationship between Stewart and Miss Kelly. Both do fine job.”*—Variety*

“It’s easy to review this for exhibitors. They should book it and play it. They will make money with it.”
—Hollywood Reporter

“Bright boxoffice outlook. Tight suspense show.” *—Daily Variety*

WORLD PREMIERE
New York
RIVOLI
WEDNESDAY, AUGUST 4th

Britain Opens First Theatre in 15 Years

By PETER BURNUP

ABERDEEN, Scotland, July 25.—Associated British Cinemas' 1,900-seat Regal Cinema, the first new theatre to be opened in Great Britain in 15 years, will be dedicated here tomorrow with many notables in attendance and a gala opening program scheduled.

Work on the theatre was begun in 1939 and had to be suspended in 1941 with the outbreak of the war. Post-war building restrictions then prevented a resumption of construction until last November, when the necessary license was issued.

Most Modern Theatre

Inception of the new screen techniques last year occasioned other delays as proscenium and other adjustments had to be made involving alteration of the Aberdeen granite, about the hardest stone known to construction engineers, of which the theatre is built. It will open justly known as Britain's most modern theatre. The equipment includes wide screen, CinemaScope, 3-D film and Perspecta sound.

The Harkness screen has a maximum size of 46 x 20½ feet. Magnascope masking permits a CinemaScope projection on a dimension of 45 feet by 19 feet two inches and "Widescreen" of 33 feet six inches by 19 feet two inches.

J. L. Laing, associated with the industry since 1923, heads the management of the new ABC theatre.

4 UK Unions Hit U.S. TV Policy

LONDON, July 25.—Four labor unions, representing all phases of British film making, have threatened to retaliate if Hollywood unions attempt a halt on the production of U.S. television programs in Britain. Hollywood reports were cited by British unions to the effect that the Film Council of the American Federation of Labor was insisting that American productions in Britain be sent back to the U. S.

The statement said, "An increasing number of American films are being shown on British television, and with the introduction of commercial television it is clear that a not insignificant proportion of the program will be of American recorded material.

"The present position, therefore, gives a much too favorable balance in favor of the American product and our unions would be bound to unite in taking counter-measures if the restrictionist attitude of the Hollywood council is maintained.

Mexican Film Extras Win 10% Increase

MEXICO, CITY, July 25.—Film extras have won a 10 per cent wage increase, retroactive to June 1, by a decision made by the Mixed Commission of Employers and Labor of the Cinematographic Industry, it was announced.

Benefitting some 1,000 extras, affiliated with the technical and manual workers section of the Picture Production Workers Union (STPC), the hike was granted due to the rising living costs since the devaluation of the Mexican peso.

'LILI' HERE 73 WEEKS; 161 WEEKS IN 17 OTHER CITIES

When MGM's "Lili" was booked into the Trans Lux 52nd Street here, it was set as an indefinite engagement. Today, 73 weeks and 25 prints later, the run is just as indefinite as it was the day it opened. Regarded in some quarters as an industry phenomenon, "Lili" is a leader in the long-run derby, having played 161 weeks in 17 cities outside of New York. A contender in the New York marathon is Kansas City where it ran 28 weeks.

As it stands now, the end of the New York engagement is not yet in sight. Estimates are that it will stay for another three to six months, while the less conservative say that is could stay for another year.

Nears $700,000 Mark

Gross-wise, both the distributor and the theatre are withholding exact figures, but it's admitted that the 52nd Street "take" is nearing the $700,000 mark. In the other 17 spots, the figure is reported to have passed $750,000, on a terms basis understood to be 50 per cent. At the New York spot, the weekly gross stays close to $6,000, with a control figure of about $3,500. The figure for the July 4 weekend alone was $8,200.

The picture played at the Hollywood Vogue for 15 weeks; the Buffalo Mercury, 13; the Toronto Towne, 12; the Baltimore Playhouse, 12; the Chicago Ziegfeld, 11; the Houston River Oaks, 11 and the Rochester Little, eight. It also played in other cities anywhere from two to seven weeks.

Two excellent reasons for the picture's success have been offered by the Trans Lux office—its intrinsic value as entertainment and the unique advertising and publicity it has enjoyed. Many have seen it several times, not that it relies on repeat visits for business. Interested in the film's art work, two N. Y. patrons, Stillwell Dickson and his wife, have seen it more than 30 times, the Trans Lux manager reports. There is a "How many times have you seen 'Lili'?" sign along with an accompanying answer box in the lobby. Thousands, it seems, have seen it more than once.

Howard Deitz, vice-president of Loew's took personal charge of the advertising campaign. The caricature of Lili was created by artist Oscar Berger. The basis of the advertising design was to handle it simply as a good picture, not to sensationalize it.

MGM plans another "Things to See in New York" campaign for "Lili" this summer. It attracted visitors last year and doubtless will have the same effect this year. Charity premieres, star appearances and display ads during holiday seasons have also sparked the picture's popularity.

The night "Lili" was premiered here, Tex McCrary and Jinx Falkenberg sold tickets in the lobby. The proceeds went to Long Island's North Shore Hospital, a charity of their own choice. This sort of formula has been followed successfully in many cities, it is reported.

U.S. Attorney Still Mulls Greene Case

The U.S. Attorney's office at the weekend was pondering action in the case of Albert Greene, Brooklyn exhibitor who had 36,000 pennies chrome-plated to be distributed to patrons in protest of the city's five per cent amusement tax.

To date, Greene, by offering two cents for one to patrons, has recovered 23,800 of the 36,000 pennies he had distributed. He had these de-chromed and carried them in six sacks into the Secret Service office at 90 Church Street last week.

As to action against him by the government, Greene declined comment and said that the U.S. Attorney's office in Brooklyn is handling the case now.

He did offer comment, however, concerning what he called "sore disappointment in fellow exhibitors" who failed to give him at least moral support when his problem arose. "I am disheartened and want no more of it," Greene commented.

He said that he was "through being a voice in the darkness" and that the nation-wide publicity arising from his plan "has amazed me."

He did credit neighborhood dealers and merchants, however, who helped him recover the chrome pennies after they had been circulated. At the same time, Greene said that business at his Avenue U Theatre has been "favorable" since the incident, although he couldn't credit it definitely to the publicity he has received.

Allied Seeks Data For Distributors

All Allied States regional organizations are urgently soliciting their membership for information to support the charge of certain Allied leaders that current sales terms are giving distributors rather than exhibitors the major benefits of the reduced Federal admissions tax.

Regional bulletins to members all feature the subject prominently and urge exhibitors to get documented information in the hands of their local officers or to Ben Marcus, national Allied president, before the Allied committee meets with distribution executives here the week of either Aug. 9 or 16. Some organizations supply a form which they ask members to fill out, detailing substantiation for whatever figures may be presented, whether because of "higher fixed percentages, no adjustment in scales to allow for added net gross, floors under scale deals, etc.," as one regional bulletin suggests.

"If for some reason you are reluctant to sign your name," the bulletin says, "just describe your type of theatre. But time is short. Send the information now."

AA Will Use 'Cell' Pattern for 'Jungle'

Allied Artists' "The Human Jungle," Gary Merrill-Jan Sterling starrer, will be put into national release on Sept. 28, it was announced by Morey R. Goldstein, vice-president and general sales manager.

The same distribution pattern as used in "Riot in Cell Block 11" will be followed, with the saturation bookings being backed by an extensive television, radio and newspaper advertising campaign.

Sam Spiegel Reveals 3 More Projects

Independent producer Sam Spiegel, whose Horizon picture for Columbia release, "On the Waterfront" will premiere here at the Astor on Wednesday, revealed over the weekend that he has three major projects set to unfold in rapid succession in the near future.

The producer, who leaves soon for Europe—to oversee the dubbing of "On the Waterfront" in French, German and Italian and to attend the Venice Festival in which the film is entered—announced that his next production will be made in Europe in the late summer and fall. It is to be based upon a novel for which final negotiations are now taking place. Spiegel added that a top director and first-run stars will be employed on the picture.

To Use Connecticut Locales

The second of the next three Horizon films is to be "Morning's at Seven," based on the hit comedy by Paul Osborn which was staged on Broadway in 1938 by Josh Logan. "Morning's at Seven," which will require eight top stars to fill the eight equally important leading roles, will be made on location in Connecticut next Spring. In this Spiegel and Elia Kazan will be following the technique employed in making "On the Waterfront," which was shot entirely on the Hudson River piers and the adjacent areas.

Following "Morning's at Seven," Spiegel will return to Europe to make the screen version of Lion Feuchtwanger's Book-of-the-Month novel, "This is the Hour." It is based on the lives of Goya and the Duchess of Alba. Spiegel observed that for this project, with the exteriors to be photographed in Spain, the widest possible screen system available at the time will be used.

Seattle Censorship Board Reappointed

SEATTLE, July 25.—Mayor Alan Pomeroy has reappointed nine members of the Board of Supervisors here. This is a censorship body for motion pictures and entertainments in general. Under a new ordinance, confirmation by the City Council is required. Three members will be replaced each year.

Appointed for one year were Mrs. May F. Carroll, Robert A. Yothers and Frank Anthony Ursino. They will be subject to reappointment by Pomeroy, whose term of office expires in 1956. Appointed for two years were Maurice D. Saffle, Charles C. Crickmore and Mrs. Jack C. Sperry. Three year appointees are Mrs. Morris D. Kennedy, Mrs. Victor Zednick and Mrs. Thelma Dewitty.

Up Kalisch, MGM To Home Office Aide

Elias Kalisch, Loew's and MGM salesman, has been promoted to home office assistant to Burtis Bishop, Jr., Midwest sales manager. He succeeds Sidney Lefkowitz, who died recently.

Kalisch started as an usher with Loew's in 1934 and became assistant manager of the circuit's 83rd Street Theatre in 1939. A graduate of New York University, his most recent position was salesman for MGM in the company's Cincinnati office.

"SEVEN BRIDES" BIGGEST OPENING DAY GROSS

(**Holiday or otherwise!**)

IN 21½ YEAR HISTORY OF MUSIC HALL!

BRAVO TO ALL! *M-G-M presents in CinemaScope "SEVEN BRIDES FOR SEVEN BROTHERS" starring JANE POWELL · HOWARD KEEL · with Jeff Richards · Russ Tamblyn · Tommy Rall · Screen Play by Albert Hackett & Frances Goodrich and Dorothy Kingsley · Based on the Story "The Sobbin' Women" by Stephen Vincent Benet · Lyrics by Johnny Mercer · Music by Gene de Paul · Choreography by Michael Kidd · Color by Ansco Directed by Stanley Donen · Produced by Jack Cummings.*

★

and Soon! "BRIGADOON"! *(M-G-M, of course)*

Paramount

(*Continued from page* 1)

weeks to Dec. 4. It will embrace Paramount Week, Sept. 5-11, traditionally a period of sales effort throughout the Paramount Film Distributing setup.

Secretary Named Drive

The main title of the drive, "Paramount's 40th Anniversary," was submitted by Eleanore Odell, secretary to Salt Lake City branch manager F. H. Smith. She will receive a cash prize for submitting the title in a contest conducted to determine the name that should be given this year's sales drive. Theresa Boheim, cashier at the St. Louis branch, was awarded second prize for the sub-title, "A Salute to the Future," which she submitted.

Monroe R. Goodman, assistant to A. W. Schwalberg, president of Paramount Film Distributing Corp., has been appointed drive co-ordinator. He said plans are being formulated for the appointment of drive captains and their special aides who will be responsible for drive activity on local levels. A large array of material to assist the branches in the drive, such as banners, sales kits, and blueprints for special events, curently is being prepared, Goodman said.

Named House Manager

MIAMI, Fla., July 25.—Al Panetz, assistant manager of the Olympia Theatre here, has been named manager of the Coral Theatre in Coral Gables replacing D. V. Fuquay, who moved over to the Lake Theatre in Lake Worth, Fla.

Theatres Map Tax Strategy

(*Continued from page* 1)

of a bond to be posted by plaintiffs also will be argued.

Represented at the meeting will be the Century Circuit, RKO Brandt circuit and Loew's Theatres. The law firms present will be Weisman, Celler & Allan, representing the Brandt circuit; Howell, Clarkson & Klupt, for the Century circuit; Leopold Friedman, representing Loew's; and O'Brien, Driscoll & Raftery, for RKO Keith Orpheum.

Supreme Court Justice Nicholas M. Pette issued the temporary injunction Thursday forbidding the city to collect any "breakage" on amusement admissions tickets that would make the yield on any one ticket more than five per cent of the established price.

Justice Pette, in reply to the city's argument that this method of collecting on "breakage" was standard procedure in banking, commerce, accounting and industry, declared that the state enabling act of 1947 expressly provided that the city could impose an amusement tax of "not more than five per cent."

Corporation Counsel Adrian P. Burke was out of town at the weekend and not available for comment on the ruling, but members of his staff indicated that it would be promptly appealed. City Hall observers said that an appeal was virtually mandatory, not only because of the threat to the amusement tax yield, but also because the reasoning in the decision, if upheld, might apply also to the city sales tax. The city's treatment of "breakage" in this tax often produces a yield of more than the required three per cent on a given sale, it was said.

Administration spokesmen were displeased with the ruling pointing out that if it is upheld on appeal, it would materially reduce the estimated annual yield of $16,700,000 from the city's amusement tax. The ruling might also, they feel, cut deeply into the city's future revenue from its three per cent sales tax and raise the question of liability for refunding possibly illegal past collections of that levy.

Justice Pette fixed Sept. 13 as the date for a hearing in whether the temporary injunction should be made permanent.

F & M Labor Dispute Rejected by NLRB

WASHINGTON, July 25. — The National Labor Relations Board has upheld a trial examiner's refusal to take jurisdiction over a labor dispute involving eight Fanchon and Marco theatres in California.

The board sustained the examiner's finding that the theatres were "predominantly local enterprises" and therefore not interstate commerce and subject to NLRB jurisdiction. The dispute was between IATSE and Fanchon and Marco and Southside Theatres in Los Angeles. The examiner found—and the board agreed—that no showing had been made on which to base a finding that the dispute would affect interstate commerce to the extent to warrant the NLRB's asserting control.

'Coins' Goes On And On in Pitts.

PITTSBURGH, July 25.—It's getting to a stage where nobody pays much attention to the Fulton Theatre advertising "Three Coins in the Fountain" as its final week. The CinemaScope feature started its ninth—and final—week on Thursday in the 2,000 seat house, but nobody will be surprised if the run continues for a few more stanzas. It topped $9,000 in its eighth week to better its intake of the fifth, sixth and seventh weeks.

Johnston

(*Continued from page* 1)

concerned that American funds may be used by the French industry to set up what they regard as an illegal distribution monopoly similar to what Italian Films Export allegedly has done with its U. S. subsidy.

Before taking action to prevent any project through which the French industry might restrict U. S. distributors from competing freely for French pictures, IMPDAA wanted to hear at first hand from Johnston how the new agreement with France will operate. It is expected that Johnston will also discuss the present status of the subsidy features of the Italian agreement.

Awarded Contract

OTTAWA, July 25.—The Defense Production Department of Canada has awarded a contract to Associated Screen News of Montreal for motion picture equipment.

PARAMOUNT
TRADE SHOWS
Tuesday, July 27, 1954
• • •
HUMPHREY BOGART
AUDREY HEPBURN
WILLIAM HOLDEN
in
"SABRINA"
with WALTER HAMPDEN,
JOHN WILLIAMS, MARTHA HYER, JOAN VOHS
Produced and Directed by BILLY WILDER
Written for the Screen by
BILLY WILDER, SAMUEL TAYLOR
and ERNEST LEHMAN
From the play by SAMUEL TAYLOR

CITY	PLACE OF SCREENING	TIME
ALBANY	FOX SCREENING ROOM, 1052 Broadway	2:30 P.M.
ATLANTA	R.K.O. SCREENING ROOM, Atlanta	2 P.M.
BOSTON	PARAMOUNT PROJECTION ROOM, 58-62 Berkeley Street	2 P.M.
BUFFALO	PARAMOUNT PROJECTION ROOM, 464 Franklin Street	2 P.M.
CHARLOTTE	PARAMOUNT PROJECTION ROOM, 305-7 South Church Street	10 A.M.
CHICAGO	PARAMOUNT PROJECTION ROOM, 1306 South Michigan Ave	1:30 P.M.
CINCINNATI	PARAMOUNT PROJECTION ROOM, 1214 Central Parkway	2:30 P.M.
CLEVELAND	PARAMOUNT PROJECTION ROOM, 1735 East 23rd Street	8:30 P.M.
DALLAS	PARAMOUNT PROJECTION ROOM, 401 N. Pearl Expressway	2 P.M.
DENVER	PARAMOUNT PROJECTION ROOM, 2100 Stout Street	2 P.M.
DES MOINES	PARAMOUNT PROJECTION ROOM, 1125 High Street	2 P.M.
DETROIT	PARAMOUNT PROJECTION ROOM, 479 Ledyard Avenue	2 P.M.
INDIANAPOLIS	PARAMOUNT PROJECTION ROOM, 116 West Michigan Street	2 P.M.
JACKSONVILLE	FLORIDA THEATRES SCREENING ROOM, Florida Thea. Bldg	2 P.M.
KANSAS CITY	PARAMOUNT PROJECTION ROOM, 18th and Wyandotte Sts	10 A.M.
LOS ANGELES	PARAMOUNT PROJECTION ROOM, 1613 West 20th Street	1:30 P.M.
MEMPHIS	PARAMOUNT PROJECTION ROOM, 362 South Second Street	12:15 NOON
MILWAUKEE	PARAMOUNT PROJECTION ROOM, 1121 North Eighth Street	2 P.M.
MINNEAPOLIS	PARAMOUNT PROJECTION ROOM, 1201 Currie Avenue	2 P.M.
NEW HAVEN	PARAMOUNT PROJECTION ROOM, 82 State Street	2 P.M.
NEW ORLEANS	PARAMOUNT PROJECTION ROOM, 215 South Liberty Street	10:30 A.M.
NEW YORK CITY	PARAMOUNT PROJECTION ROOM, 1501 Broadway (9th Fl.)	2:30 P.M.
OKLAHOMA CITY	PARAMOUNT PROJECTION ROOM, 701 West Grand Avenue	10:30 A.M.
OMAHA	FOX SCREENING ROOM, 15th & Davenport Streets	1:30 P.M.
PHILADELPHIA	PARAMOUNT PROJECTION ROOM, 248 North 12th Street	2 P.M.
PITTSBURGH	PARAMOUNT PROJECTION ROOM, 1727 Boulevard of Allies	2 P.M.
PORTLAND	PARAMOUNT PROJECTION ROOM, 909 N. W. 19th Avenue	2 P.M.
ST. LOUIS	PARAMOUNT PROJECTION ROOM, 2949-2953 Olive Street	1 P.M.
SALT LAKE CITY	PARAMOUNT PROJECTION ROOM, 270 East 1st South Street	1:30 P.M.
SAN FRANCISCO	PARAMOUNT PROJECTION ROOM, 205 Golden Gate Avenue	2 P.M.
SEATTLE	B. F. SHEARER COMPANY, (PROJECTION ROOM) 2318 Second Ave	1:30 P.M.
WASHINGTON	PARAMOUNT PROJECTION ROOM, 306 H Street, N.W.	8 P.M

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 76. NO. 18 NEW YORK, U. S. A., TUESDAY, JULY 27, 1954 TEN CENTS

Aid to Production

50% of U. S. A. Frozen Funds To Italy Banks

Agreement Is Reached by MPEA and the ANICA

ROME, July 26.—Fifty per cent of the frozen funds of American film distributors here will be entered into the accounts of selected banks, it was disclosed today in an authorized statement by ANICA. The arrangement was settled under an agreement between the Motion Picture Export Association and ANICA, it was said.

The purpose of the agreement is to allow the banks to partake to a greater extent in allowing credit to native Italian producers. It is expected that the bank will be encouraged to finance native production more generously in view of getting a larger share of the American blocked deposits.

Miss Parsons Frowns On Standardization

An individual medium or process cannot be the salvation of the industry, RKO Pictures producer Harriet Parsons declared here yesterday. No one as yet has fully realized the importance of color in helping the presentation of the new media, she said.

In New York for advance promotion of her film, "Susan Slept Here," Miss

(*Continued on page* 5)

Allied Prepares for Silver Anniversary National Convention

MILWAUKEE, July 26.—In preparation for Allied States Association's "silver anniversary convention and trade show," committee chairmen have been appointed for the event which will be held here Oct. 12-14. Ben Marcus, national Allied president, and Sig Goldberg, president of Wisconsin Allied, will serve as convention co-chairmen. William Ainsworth, former president and treasurer of Allied States, has accepted the post of chairman of the national attendance committee.

Other committee chairmen who have been appointed are E. E. Johnson, year book and booths; Oliver Trampe and Angelo Provinzano, publicity; F. J. McWilliams, reception; Rita Goldberg and Cele Marcus, ladies committee; Russell Leddy, state attendance, and Marcus, advisory.

The convention will observe the 25th anniversary of the national organization.

Senate Unit Cuts Tax On UHF-VHF Sets

WASHINGTON, July 26. — The Senate Finance Committee today voted to give television set manufacturers a $7 excise tax credit on each TV set capable of receiving both very high frequency and ultra high frequency signals.

The provision, tacked on to a highly technical estate tax bill passed by the House, is designed to stimulate production of UHF television sets. However, the relief doesn't go as far as UHF partisans wanted; they had rec-

(*Continued on page* 5)

Survey Shows

Product, Not Scales, Rules Grosses in Cleveland Area

CLEVELAND, July 26.—Comparing theatre business in this area of April, May and June in 1953 with that of the same period in 1954, these results seem apparent: Downtown first run business is definitely on the upgrade both in the number of patrons and the gross takes; deluxe first run neighborhood business is better with box-office attractions this year than it was last year; subsequent run business is lower than it was last year.

Frank Murphy, Loew's Theatres division manager, and Dick Wright, Stanley Warner district manager, both corroborate the statement that the first run houses in their jurisdiction are generally bettering last year's grosses;

(*Continued on page* 6)

Technicolor 6-Month Profit, $622,784

The consolidated net profit after taxes on income of Technicolor, Inc., for the six months ended June 30, is estimated to be $622,784, equivalent to 32 cents a share on the new stock outstanding. This compares with $1,608,709, or 84 cents a share for the six months ended June 30, 1953.

Despite Injunctions

N. Y. C. EXHIBITORS MUST CONTINUE TAX

City Issues Warning; Theatre Men Will Hold Strategy Meeting Here Today

As the plaintiffs and their attorneys in the amusement tax case congregate this morning for a last minute strategy meeting in preparation to filing an order to the Supreme Court for a temporary injunction against a segment of the New York City amusement tax, the city, at the weekend, issued a warning that exhibitors are expected to comply strictly with the tax, despite last week's court ruling.

Supreme Court Justice Nicholas M. Pette on Thursday, in an action brought in Queens by operators of five motion picture houses, temporarily enjoined the city from collecting "breakage" on the admissions tax in cases where the local law required payment of a full cent in place of a fraction exceeding one-half cent.

Order Expected Today

The temporary injunction will not go into effect, however, until a formal order is signed by the judge. Exhibitor lawyers are expected to present the order soon after today's huddle.

City Comptroller Lawrence E. Gerosa, who issued the warning to the operators, said that he had been advised by Corporation Counsel Adrian P. Burke that the city would file a notice of appeal from Justice Pette's decision "the moment an order is signed." The filing of appeal would automatically stay the temporary injunction, city officials said.

Gerosa told exhibitors and others subject to the major fraction provisions of the tax that "any theatre owner who failed to collect the full tax from patrons would be in danger of ultimately paying the uncollected tax out of his own pocket should the appelate courts reverse Justice Pette's decision."

Burke expressed confidence that the city would win on appeal on the

(*Continued on page* 4)

Wis. Allied for Aid by Gov't

MILWAUKEE, July 26.—Wisconsin Allied is in favor of seeking government intervention in the event national Allied's special committee fails to reach an agreement on trade practices with distribution sales managers, according to a resolution passed here by the unit's board of directors. The resolution reads:

"Be It Resolved, that we, the board of directors of Allied Independent Theatre Owners of Wisconsin, hereby endorse the stand and statements of Abram F. Myers, national Allied general counsel and board chairman, as outlined in his statements to the trade press regarding the distributors' current film rental policies; and

"Be It Further Resolved, that should the national Allied committee, appointed to meet with the heads of the distributing companies, fail in its attempts to persuade the distributors to return to a "live and let live," policy as it relates to film terms, then we, the board of directors of Allied Independent Theatre Owners of Wisconsin, urge that national Allied take

(*Continued on page* 6)

Hold Goldstein Rites On Coast; Died Fri.

HOLLYWOOD, July 26.—Funeral services were held here today for producer Leonard Goldstein, 51, at the Church of the Recessional, Forest Lawn. Goldstein died at Cedars of Lebanon Hospital at the weekend. Death occurred following a cerebral hemorrhage suffered while in conference at Fox with Darryl F. Zanuck and Spyros Skouras.

Goldstein was a producer at Universal-International for four years and at 20th Century-Fox for two years before he formed his own company. Born in Bisbee, Arizona, the producer was a theatrical booking

(*Continued on page* 6)

Rites Tomorrow for Para.'s Henry Randel

Henry Randel, 58, Metropolitan New York district sales manager for Paramount Pictures, died Sunday at his home here. He had been ill of a heart ailment recently. Funeral services will be held tomorrow at the Riverside Memorial Chapel, 76th Street and Amsterdam Avenue.

Randel, who first joined Paramount

(*Continued on page* 6)

Personal Mention

HARRY FELLERMAN, sales head of the Universal-International special films division, will leave here today for Washington.

•

WILLIAM M. PIZOR, Lippert Pictures vice-president, and ARTHUR GREENBLATT, general sales manager, arrived here over the weekend from Hollywood.

•

MICHAEL HAVAS, Latin America supervisor for RKO Radio, has returned to Mexico City from New York.

•

OSCAR RUBY, Columbia Pictures branch manager in Cleveland, has left there for a vacation in Northern Canada.

•

WILLIAM ZIMMERMAN, industry attorney, will leave here today for the Coast.

•

NED S. SECKLER, RKO Radio manager for Brazil, has arrived in New York from Rio de Janeiro.

•

DAVID SANDLER, of Sandler Manufacturing Co., Cleveland, has left there with his family for a vacation in Ontario.

•

GEORGE KREGGER, of Benton Film Express, Atlanta, has returned there from Jacksonville.

•

ALEX GOTTLIEB, producer, is expected in New York shortly from the Coast.

•

E. E. MOYER, special representative for Eastman Kodak Co., Rochester, was in Atlanta from there.

•

MRS. ALFRED HITCHCOCK will arrive here by plane today from Europe.

Screen Gems Opens Office in Detroit

Screen Gems, Inc., has opened an office in Detroit, to take care of the business in the automotive center and has named Ernest W. Montgomery as central sales manager in charge of the office, John H. Mitchell, vice-president in charge of sales of the television subsidiary of Columbia Pictures Corp., announced.

This is the fifth branch office of Screen Gems to be opened this year. Other offices opened in the last 12 months are in Atlanta, Chicago, Dallas and San Francisco.

At the same time, Mitchell said that Arnold Fetbrod has been named administrative assistant to the sales department of Screen Gems, in New York.

Claire Chairman of Film Council Appeal

HOLLYWOOD, July 26. — Ralph Claire, chairman of the AFL Film Council, has been named chairman of the Permanent Charities Committee for the 1955 appeal, which begins in September.

Arbitrators Reject UK 'Lab' Hours Bid

LONDON, July 26.—Two arbitrators appointed to resolve the months-long film laboratories labor dispute today rejected the union's demand for a reduction of the weekly work hours from 44 to 40, and specified an average weekly wage increase of nine shillings instead of the union's demand for an overall increase of 30 shillings.

Apart from a reduction of the hourly work week in the Technicolor plant from 45 to 44 hours, the decision places the laboratories in accord with the hours and rates generally prevalent in the industry. Both sides accepted the arbitrators' report, the union issuing a statement that it was "pleased with the outcome."

Sunday Exhibitions Put to Referendum

LUMBERTON, N. C., July 26.—The City Council here has asked the registered voters of Lumberton to approve or disapprove a referendum on July 30 on whether the present city ordinance banning Sunday films and baseball shall be amended to allow exhibitions between the hours of 1 p.m. and 7 p.m. and between 9 p.m. and midnight.

The election is best termed an "advisory referendum" and will aid the City Council in determining their future course.

Set 'Black Shield' Pre-Release Dates

"The Black Shield of Falworth," Universal-International's first CinemaScope production in Technicolor starring Tony Curtis, Janet Leigh, David Farar, Barbara Rush and Herbert Marshall, has been set for a series of August pre-release openings from coast to coast, the company announced.

Among the August pre-release openings are those set for Chicago, Denver, Indianapolis, Salt Lake City, Atlantic City, New Haven, Dallas, Kansas City, Boston, Cleveland, Washington and Louisville.

Giveaways Start in Conn. Drive-ins

HARTFORD, July 26.—First premium giveaway in effect at a metropolitan Hartford drive-in is reported at the East Windsor (Conn.) Drive-In.

The Lockwood & Gordon unit has started a 12-week encyclopedia giveaway, charging regular admission, plus a 50-cent service charge.

A similar giveaway was started some weeks ago at the L&G Danbury (Conn.) Drive-In, near the New York state line.

Named to Film Board

OTTAWA, July 26.——The Canadian government has appointed Jules Leger to membership on the National Film Board.

New Schwartz Office

Fred J. Schwartz, head of Century Circuit, has moved to new headquarters at 1560 Broadway here.

New Rodgers Firm Moves Tomorrow

Amalgamated Productions, Inc., recently formed production company headed by William F. Rodgers, former MGM executive, will move to new offices at 1270 Sixth Ave., here, tomorrow. The company will occupy an office on the 19th floor of the building.

'Egyptian' to Open Here on Aug. 24

"The Egyptian," 20th Century Fox's filmization of Mika Waltari's best-seller, will have its benefit world premiere at the Roxy Theatre here on Aug. 24.

Darryl F. Zanuck, and other film capital personalities will attend the event, from which all proceeds will be turned over to the Emergency March of Dimes Drive. The Roxy will be completely refurbished to launch the picture.

'Schwalberg Week' To Start Para. Drive

The initial week of Paramount's forthcoming 14-week 40th anniversary sales drive has been designated "A. W. Schwalberg Anniversary Week" in tribute to the president of Paramount Film Distributing Corp., Monroe R. Goodman, drive co-ordinator, announced.

"A. W. Schwalberg Anniversary Week" will run from Aug. 29 through Sept. 4.

Dignitaries to Attend 'Window' Premiere

Herbert Hoover, James A. Farley, and Mrs. Wendell Willkie are among the dignitaries who have reserved tickets for the world premiere of Alfred Hitchcock's "Rear Window," at the Rivoli Theatre on Aug. 4. The opening is being held for the benefit of the American-Korean Foundation. The premiere is being sponsored by 83 business, civic and social leaders.

$12,232 'Apache' Bow Sets Phila. Record

United Artists' "Apache," Hecht-Lancaster Technicolor production, grossed $12,232 in Philadelphia in the first day of its engagement at the Mastbaum Theatre, William J. Heineman, vice-president in charge of distribution for UA said yesterday, claiming it a record.

Brenner to Release 'Affairs of Dr. Holl'

Joseph Brenner Associates of New York has consummated a deal with Moulin Productions for the distribution of the feature film "The Affairs of Dr. Holl," which stars Maria Schell.

The feature will be distributed nationally in both the German language and the English dubbed version.

Mexicans' Demand For Pay Hike Is Cut From 35% to 24%

MEXICO CITY, July 26. — The National Cinematographic Workers Union (STIC), whose demand for a 35 per cent blanket pay increase closed 1,237 theatres here as well as the offices of 23 American and other foreign distributors, has reduced its demand to a request for a 24 per cent hike. The new figure conforms to the demand made upon all employers of union help by the Confederation of Mexican Labor (CTM), to which STIC belongs.

The 23 distributors, including the Americans—Metro, Paramount, 20th Century-Fox, RKO, Warners, Columbia, Universal-International and Republic—suspended work in sympathy with the exhibitors and telegraphically ordered their agencies in the provinces to suspend operations until further notice.

Theatres here showing stage shows, which had been doing only fairly well, are enjoying a marked increase in business as a result of the elimination of their principal competitor.

Lynn Mayor Closes 'Line' After Opening

LYNN, Mass., July 26.—In what is said to be the first action of its kind in this city, a film was banned after it had begun an engagement. Lynn Mayor Arthur J. Frawley ordered the Capital Theatre today to stop showing RKO's "French Line."

He acted after a report from Arthur Witham, police department censor and Mrs. Anne McDermott, a police woman. Mayor Frawley had sent them to review the film after he had received some unfavorable reports from patrons.

New TWA Lounge

Trans World Airlines yesterday announced the opening next Sunday of its new lounge of the Ambassador Club at Los Angeles International Airport.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"SEVEN BRIDES FOR SEVEN BROTHERS"
in CINEMASCOPE starring
JANE POWELL - HOWARD KEEL
Color by ANSCO - An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

STARTS TOMORROW

CLYDE BEATTY ★ MICKEY SPILLANE
RING OF FEAR
CINEMASCOPE AND WARNERCOLOR
A Wayne-Fellows Production
COOL PARAMOUNT
BROADWAY at 43rd ST.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

"Oh! Those Brides!"

"SEVEN BRIDES"

For SEVEN BROTHERS—M-G-M and CinemaScope

BIGGEST FIRST 4-DAY GROSS

(Holiday or Otherwise!)

IN MUSIC HALL HISTORY! (21½ years, that is!)

★

And that ain't all! Following those lovely brides into the Music Hall will be M-G-M's sensational CinemaScope production of the famed Broadway musical "BRIGADOON"!

News Roundup

Mayor Acclaims Cinerama

CHICAGO. — Labelling Cinerama as "one of the most important gestures of good will since 'A Century of Progress in 1933,'" Mayor Kennelly hailed the anniversary of the Lowell Thomas-Merian C. Cooper entertainment medium in a proclamation issued in anticipation of the film's anniversary on July 29.

"This Is Cinerama," which has been playing here for almost a year, has passed the 1,000,000 mark in attendance. Otto Eitel, head of the Palace Theatre and president of the Chicago Convention and Visitors Bureau, estimates that 40 per cent of Cinerama's patronage comes from out of Chicago.

■

Special Highway Bus

TORONTO.—L. J. Williams of the Port Elmsley Drive-in has arranged for special bus service in the district every Tuesday and Thursday evening for the convenience of patrons. Traveling on schedule, the highway coach leaves Smiths Falls for the drive-in theatre and picks up passengers at intermediate points. The maximum fare for the round trip is 75 cents.

■

Showman Retires

HAMILTON, Ont. — Mrs. Jean Ford of Hamilton has retired after operating the Windsor and York theatres here for 12 years in partnership with Odean Theatres, Ltd. Mrs. Ford was secretary-treasurer of the Hamilton Theatre Managers Association.

■

Allied Moves Offices

KANSAS CITY.—The Allied Artists exchange offices here will be moved on August 1 from 114 West 18th St. to 130 West 18th St.

■

Theatre to Be Remodeled

SEATTLE. — Fred Danz of the Sterling Theatres, operating the Lake City Theatre here, has announced that the theatre has to be remodeled in order to conform with city rules as the suburb has been included in Seattle proper.

■

Sets Re-release

John Ford's "She Wore a Yellow Ribbon" will be reissued by RKO Pictures in September, it was announced by Charles Boasberg, general sales manager. The Technicolor outdoor drama was produced by Ford's and Merian C. Cooper's Argosy Pictures.

Disney Will Screen 'Prairie' Thursday

Walt Disney will screen "The Vanishing Prairie" for the trade press Thursday night at the Johnny Victor Theatre, to be preceded by a dinner at the 21 Club.

Asides & Interludes

—by Al Steen

THIS column is beginning to have a bad influence on our readers. For example, this came in the mail: COMPO's Bob Coyne, his wife and son were hired by a theatre to take a bath in the lobby's drinking-water basin so that the house could advertise "Three Coynes in the Fountain."

* * *

And from that ace of Hollywood press agents, Dave Epstein, we get this gem: "With so many stars going into television nowadays, novelist-scripter Frank Gruber points out that when you hear an actor say he's flirting with the new medium, you don't know whether he just got an offer from video or met a pretty fortune-teller."

* * *

Last week this column was devoted to excerpts from a 1910 *issue of the "Moving Picture World." It was so popular that we received thousands—well, at least a half dozen—requests for more of the same. So we went to the file, closed our eyes and reached blindly for a bound volume. It turned out to be a collection of issues of early* 1927. *Old-timers in the business will recall that we had 3-D pictures before* 1927, *but perhaps they have forgotten the startling announcement made by Tiffany Productions in that year.*

It seems that Tiffany obtained control of a three-dimensional process which, if it had materialized, would have been quite different from the more recent efforts in depth photography. Here's a quote from Tiffany's announcement:

"For many years scientists and inventors have been striving to add depth to motion pictures. None of the methods devised have been wholly satisfactory, most of them requiring the use of colored spectacles by the audience in order to bring out the stereopticon effects.

"According to the invention by Messrs. Emil and Jacques Burkhardt of Switzerland, and controlled by Tiffany Productions, no accessories of any kind are needed, the entire process being applied to the negative. Furthermore, it is maintained that, unlike Vitaphone, it does not require the installation of special and expensive equipment."

It was further pointed out that the first picture under the process was about to go into production. Wonder what happened to it?

* * *

It's kind of fun to look through the trade papers of a couple of decades or more ago. In the "Exhibitors Herald-World" of Aug. 18, 1928, there is a story about the first motion picture television broadcast at East Pittsburgh, which started off: "Radio motion pictures are an accomplished fact." And H. P. Davis, vice-president of Westinghouse, predicted "that there will be a time when radio listeners can sit in their homes and have motion pictures projected on their individual radio receiver." How right he was!

* * *

Well, so much for the past. Director Roy Rowland tells us that after giving a screen test to an actor who claimed that, during the war, he had been an active worker in the French Underground, Rowland found out that it was true. The actor had been a track-walker in the Paris subway.

* * *

Poem

A salesman from out of Salt Lake
Sold a "sleeper" to an exhibitor named Jake.
Said Jake to his projectionist,
"That salesman's a perfectionist,
I can't get my audience awake."

Exhibitors Must Continue Tax

(*Continued from page* 1)

ground that the major fraction provision in the law followed established practice in tax administration, banking and commerce. Burke advised Gerosa that the Supreme Court's decision did not, in his opinion, in any way affect the sales tax law.

A spokesman for attorneys for the plaintiffs yesterday said that the "entire situation" would be discussed and reviewed at today's meeting. Before the principles draw up further action against the city, the spokesman said, they will analyze every aspect of the case. He said that "nothing is certain as far as the plaintiffs are concerned," every angle must be explored before further action can be taken.

High on the agenda of the meeting will be the amount of bond to be posted by the operators to assure the city of collecting the interim accumulation of disputed breakage should there be a reversal on appeal.

As far as the amount the city will demand, Assistant Corporation Counsel Stanley Buchsbaum yesterday stated that it would "depend on what they ask." He revealed that attorneys for the plaintiffs have indicated a desire to discuss the problems and proposals of the case after the meeting today.

During the meeting, exhibitors are expected to work out the wording of their proposed order, basis for which has been already drafted. It is expected to name the City of New York, the mayor, the comptroller and the treasurer and to temporarily enjoin and restrain them from continuing collection of the tax in excess of five per cent, pending a final judgement.

The order is expected to be submitted to the Supreme Court "on behalf of all others similarly situated" as well as for the immediate plaintiffs. This would mean that the case is being fought by exhibitors on behalf of all other amusements coming within the bounds of the tax law.

People

Charles J. Bachman, in charge of maintenance and sound for Stanley Warner Theatres, Newark zone, has resigned to join Fairchild Recording Equipment Co. He will be succeeded by **John Damis,** while **Charles Piltz** has been placed in charge of the sound department.

□

Harry Rubin, chief of the United Paramount Theatres projection department, has been in Buffalo supervising the installation of CinemaScope in the Niagara Theatre.

□

Ben Lorber, insurance manager for Universal Pictures, will speak today at a meeting of the Kiwanis Club of Perth Amboy, N. J. He will discuss motion picture insurance.

□

Val DiNobile, of the Pastime Theatre, Adena, O., is acting mayor of that town during the illness of the mayor.

□

Margie Knight, of the booking department of Allied Southern Exchanges, Atlanta, has resigned to join Realart Pictures.

□

Hector M. Frascadore, manager of E. M. Loew's Farmington (Conn.) Drive-in, is a candidate for nomination as one of the two Bristol, Conn. posts for State Representative on the Republican ticket.

□

Morris Mechanic, owner of the New and Centre theatres, Baltimore, was victimized by burglars who rifled his home in the Blythewood Road section.

□

Johnny Green, for the past five years general music director at the M-G-M studios, has been signed to a new long-term contract in the same capacity.

□

Harold Bennett, manager of the Buffalo office of National Screen Service, is recuperating from an operation at Sisters Hospital.

See Amusement Tax Rise in Canada

OTTAWA, July 26.—Canadian Government reports estimated net general revenues of provincial governments from amusement taxes will increase to $21,680,000 during fiscal year ending March 31, 1955, as compared with estimated $20,000,000 in the preceding twelve-month period.

By provinces, such revenues are estimated this year at $500,000 for Newfoundland; $100,000 Prince Edward Island; $680,000, Nova Scotia; $350,000, New Brunswick; $4,900,000, Quebec; $9,325,000, Ontario; $1,200,000, Manitoba; $60,000, Saskatchewan; $1,450,000, Alberta, and $3,115,000 British Columbia.

Miss Parsons

(Continued from page 1)

Parsons said that "I do not see how there can be any standardization of the new processes due to the newly developed projection lenses which show different style of films in different ratios.

Addresses Trade Press

Speaking to the trade press at the Sherry Netherland Hotel here, the RKO producer, who has been with the studio for 11 years and at present is working under a salaried verbal agreement, said that the importance of color has not been fully realized. "Its usage in presenting new media such as CinemaScope, or VistaVision, has been very important. A film is enhanced by color and I for one do not care to make another black and white film," Miss Parsons stated. "An exception is when the story is a 'mood' one or a mystery which lends itself to black and white," she said.

Commenting on the various new wide-screen processes, Miss Parsons said that "the aspect ratios of 1.66 to 1 or 1.75 to 1 are more pleasing to the eye. The CinemaScope medium lacks height, but the general public doesn't make distinctions, she asserted.

"Susan Slept Here," Miss Parsons said, can be projected in aspect ratios from 1.33 to 1 to 1.75 to 1. "However, I prefer the ratio of 1.66 to 1 for the film," the producer said. She clarified this by saying that some of the film's quality would be lost if a larger aspect ratio were utilized.

'Susan' in Conventional Form

The picture will be released by RKO conventionally, not in the Superscope process as announced, she said. "The studio, I believe, plans to distribute 'Jet Pilot' in Superscope first," she said.

Commenting on the latest sound developments in motion pictures, Miss Parsons said that "the use of multiple horns in music and other cases where audience participation is required, is excellent. When voices are used, at many times it is distracting."

There is still plenty of room for additional developments in sound recording, Miss Parsons said. The use of magnetic tape in recordings is "wonderful," but in splicing, some difficulties may be encountered and the results are not always satisfactory, she said.

Cites Importance of Drive-ins

The RKO producer additionally mentioned that Sol Lesser had told the Screen Producers Guild some months ago that 25 per cent of the gross revenue is derived from drive-in theatres. Miss Parsons, commenting on this topic of drive-ins, mentioned the possibility of RKO supplying the outdoor theatre operators with separate prints of films which have more than normal light.

Having no definite picture commitments for the near future, Miss Parsons is traveling about the country in advance of "Susan Slept Here" openings. "However, I am hoping to secure the play, 'The Rainmaker,' for a future production for director Frank Tashlin and myself," she said.

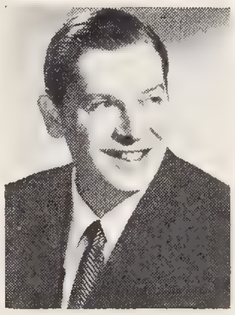
HOWARD E. STARK
Brokers and Financial Consultants
TELEVISION STATIONS
RADIO STATIONS
50 E. 58th St., N. Y. EL 5-0405
Specialists to Motion Picture Industry

Television--Radio

with Pinky Herman

ABChieftains have long planned invading the sports field and last year inaugurated a series of Boxing Bout telecasts Saturdays and Mondays, the latter originating at Eastern Parkway Arena. Yesterday at a special press luncheon at Toots Shor's, the net announced a football schedule of 15 NCAA Games starting Sat. Sept. 18 with California opposing Oklahoma. A series of basketball games will follow the football jousts with another series of telecasts, featuring collegiate track and field events slated for the spring of 1955. . . . Bud Kay, formerly story department head at Warner Brothers and for the past four years story editor for Bing Crosby Enterprises, has been named story editor for Roland Reed Productions. . . . If NBC is seeking a "Baby Snooks" they should give a listen to Athena Lorde's interpretation of the famous Fanny Brice characterization (and don't thank Uncle Louie. Thank Uncle Pinky.) . . .

☆ ☆ ☆


Milton Berle

The Tuesday Nite 8:00-9:00 TV slot for 36 weeks is nothing else but NBComedy starting Sept. 21, when the "Berle-Buick Show" resumes for a 20-week schedule. Bob Hope will star in six programs in that time for General Foods and under a new contract just signed by both parties, Martha Raye will star in 10 programs for Hazel Bishop, in a once-a-month schedule, with the tee-off Sept. 28. . . . CBStarting Aug. 16, Jack Paar and his nite-time regulars including songstress Betty Clooney, Ork Pilot Pupi Campo and pianist Jose Melis, join the "Morning Show." (7:00-9:00) This TVehicle features Charles Collingwood as newscaster with Bill & Cora Baird's Marionettes. . . . In an unprecedented sales week, Du Mont has sold about $4,000,000 worth of time (not including program and production costs) to 13 different sponsors, according to the net's sales director, Gerry Martin. . . .

☆ ☆ ☆

Freddie Robbins

After a four-week sojourn in Europe during which time he taped interviews with celebs, Freddie Robbins is en route home to prepare for another series as host on the "NBCoke Time, With Eddie Fisher" and "Coke Time" on MBS (Radio), resuming Aug. 25 and Sept. 4 respectively. . . . A new series of musical comedy telefilms (quarter hour) starring "The Professors" will go into production early in September at the Lance Studios in N. Y. under the direction of Jeanne Harrison. Produced by Beekman-Leeds Productions, the pix will be released nationally on regional, local and syndication distribution deals. . . . Louis D. Snader has signed Orval Anderson, KABC staffer, as narrator for the Korla Pandit vidpix series which goes into production the end of this month at the Goldwyn Studios in Hollywood, under the direction of LeRoy Prinz. . . .

☆ ☆ ☆

Cecil Barker, executive producer of the new hour-long "Red CBSkelton Show" joined Selznick-International Studios in 1937 upon his graduation from the U.S.C. School of Cinema and worked as assistant director on "Gone With The Wind," "A Star Is Born," "Prisoner of Zenda," "Intermezzo," "Rebecca" and "Tom Sawyer." Following a three-year hitch in the Armed Forces (1941-44) Barker rejoined Selznick and left in 1949 to become executive producer of Station KTSL in Los Angeles. Prior to taking over his new duties he was exec. producer of "The Jack Benny Show," "Burns & Allen Show," "My Favorite Husband," "That's My Boy" and Red Skelton's former program. . . . Recently a talented accordioniste, Jo Botek copped first honors on "Arthur Godfrey's Talent Scouts" but her "talent scout" in turn, received a terrific amount of applause, cheers and whistles. We checked later and discovered that the beautiful gal was none other than Doris Costello, who is the current "Miss New Jersey," an entrant in the "Miss Universe Contest." . . . Harriet Parsons, daughter of Luella O. and producer of RKO's "Susan Slept Here," will be interviewed by Martin Block tomorrow at 3 on M.B.'s "Make Believe Ballroom," TVia ABC.

UHF-VHF

(Continued from page 1)

ommended repeal of the 10 per cent manufacturers' excise tax, which works out to much more than $7.

The committee also voted to remove the 10 per cent excise tax on component parts of radio and television sets and phonographs not intended for entertainment use. Committee officials said it wasn't clear how this would affect borderline cases such as theatre television equipment.

Says Reel Tax Could Replace Censor Fee

COLUMBUS, O., July 26.—The film industry may find itself saddled with double or triple the $3 per reel censor fee if the fee is nullified by the courts, said Robert Vincent, International News Service writer, in a story printed in the Columbus "Dispatch."

A tax of from $5 to $10 a reel is a "distinct possibility," Vincent predicted. He indicated the Ohio Legislature might approve such a tax, divorced from censorship. Vincent said "some of the state's highest legal eagles say there is no bar to an outright tax on each reel of movie film shown for profit.

"This could double or triple the state's income from the film industry and at the same time permit it to do without the present expensive censoring machinery."

Judge Ralph Bartlett of the Franklin County Common Pleas Court has under advisement the injunction sought against the Ohio censor board by RKO Radio Pictures, the Independent Theatre Owners of Ohio, Martin Smith of Toledo and Horace Adams of Cleveland. If the judge decides in favor of the plaintiffs, the $3 per reel fee would be invalid and "censorship would end in Ohio," according to Vincent. He said the case is "virtually certain" to be fought "all the way up to the U. S. Supreme Court" regardless of Judge Bartlett's decision.

Ben Babb Re-joins SRO in New York

Ben Babb, New York and coast public relations counsel rejoins Selznick Releasing Organization as advertising-publicity chief, it was announced by Frank I. Davis, Jr., SRO president.

Babb was with Selznick from 1946 through 1949, operating from the coast studio, later representing N. Peter Rathvon, film financier, and various independent producers.

Babb will start immediately on the national re-release of "Duel in the Sun," which he handled in the West during 1946-1947.

Toronto Drive-in Opened

TORONTO, July 26.—Nat Taylor's 20th Century Theatres has opened its third auto theatre here, the 400 Drive-In, with a capacity for 1,000 cars.

LOOK TO
FILMACK
FOR THE FINEST
ANNOUNCEMENT
TRAILERS
ALWAYS GOOD!
ALWAYS ON TIME!
1327 S. Wabash - Chicago, Ill. 630 Ninth Ave. - New York, N. Y.

Product, Not Scales, Vital in Cleveland

(*Continued from page* 1)

they attribute this largely to the greater number of fine attractions offered and in interest in the new presentation media. Reduction of the federal tax, plus good pictures, has increased the takes. Both Murphy and Wright look forward to a good season because of the quality of entertainment announced.

Deluxe first subsequent run houses, like the Fairmount, Fairview, Richmond and the Mayland, according to their circuit owners, with the big pictures, draw heavier attendance this year than they did last year, clearly indicating a new interest in quality motion picture entertainment. But all report that average pictures fall flat.

Subsequent run neighborhood houses, the survey shows, are in box-office trouble. Most of them do not have new equipment. This rules out the possibility of playing the big, new product even if it were available. But, according to J. Stuart Cangney, Jewel Theatre, the little neighborhood theatre has been going through an arid picture period the past six months. "The long downtown extended runs hold up product so that we have long stretches of weeks when there are no availabilities to subsequent run theatres," Cangney states. "As a result, we have to run either second string pictures or revert to repeat runs of the old box-office hits. Result is that even with the added ten per cent Federal tax in our jeans, we are still doing less business than we did last year."

Leo Jones of the Upper Theatre, Upper Sandusky, who has claimed that his business, except for "The Robe," has been way down, says that "January, February and March of this year indicated an upswing, but the bottom dropped out of business in April, May and June. The Fourth of July and the release of 'Demetrius and the Gladiators' indicated the first break in this downward slide." As to the future, Jones refuses to make a guess. "At least we have an even break," he said, "and with a steady flow of outstanding product we can do business in houses that have the latest equipment."

Reif Reports Upswing

Howard Reif of Modern Theatres Circuit reports that attendance in its 12 houses is better this year than last. "Better pictures, plus the Federal tax reduction hints that business will be pretty good this season. I do not look for the war-time profits but in my opinion, we will do all right."

George Manos, of Toronto, O., owner of a chain of a dozen downstate theatres, says business in his situations is affected by lay-offs in the steel industry. "With many out of work due to plant shutdowns, we can't expect much. And the future depends entirely upon the economic situation in our towns."

Helene Ballin of the Schenley Theatre, Youngstown, where steel shutdowns are reflected in lower theatre attendance, says "the business graph is one of hills and valleys. The big pictures do well, but the lesser pictures do absolutely nothing."

Dale Tysinger, manager of Shea's Ashtabula Theatre, Ashtabula, says, "business is as good as the picture we have to sell. The big pictures do very well at the box-office. But there is no place at all for the intermediary picture." The future, in Tysinger's opinion, rests with the quality of the product released.

Jack Hines of the Paramount Theatre, Youngstown, says his June business this year was better than the same month last year because "I played 'Three Coins in the Fountain' and 'Demetrius' and both attracted big crowds. On this basis I would conclude that with quality pictures, the future of our business looks good."

"We're over the summer hump," is the opinion of Marvin Frankel, Elyria, O., theatre owner. "From early spring until a few weeks ago, business was terrible. People were intrigued with outdoor entertainment, automobile rides, gardening and the like. Now they are starting to come back to the theatre and it looks good for our business." Frankel states that up to July 4, the 1954 grosses were less than those in the previous year.

Sees 'Good Season Ahead'

"If the coming product is as good as the samples shown in the recent 20th-Fox demonstration and as indicated by announcements from the major producers, we may anticipate a good season ahead," a Cleveland theatre owner, who prefers to remain anonymous, states. Still another anonymous circuit owner claims that his 1954 business is as much as 30 per cent under that of 1953 without taking the Federal tax reduction into consideration. Even with all the new equipment and the new presentation media, he isn't too optimistic. "The future is anybody's guess," he says.

One major fact is established by this survey. Admission prices do not enter the picture. The public will pay top prices for top entertainment. It won't attend a mediocre picture program for any scale whatsoever.

May Re-Study T-H's Circuit Application

WASHINGTON, July 26.—The National Labor Relations Board may be ready to take another look at earlier rulings that theatres operating as part of interstate chains are subject to the Taft-Hartley Law.

The board has recently issued seven important changes in its standards for determining whether it will take jurisdiction of labor dispute cases. The changes were almost all in the direction of deciding against asserting jurisdiction any longer in various specific fields.

Change Seen Likely

Board officials confirmed that none of the new standards fits the theatre industry, but also confirmed that the various changes indicate that a change in board policy on theatre cases might come if some new specific case were brought to it. The changes announced by the board all grew out of specific cases in the retail, utility and other fields.

The board's policy in theatre cases has been laid down in two decisions. In December, 1949, in the Princess Theatre case, the board asserted jurisdiction over theatres operated as "an integral part" of chains doing business in more than one state. In July, 1950, in the Royal Theatre case, the board said it should not take jurisdiction over theatres that are primarily local enterprises, and added that even a family operating six theatres in two states would not affect interstate commerce enough to warrant the board's taking jurisdiction.

One Action Last Week

Only last week, it refused to take jurisdiction over a dispute involving Fanchon and Marco and Southside Theatres in Los Angeles. Board officials said that no case had arisen recently involving a large interstate chain, and therefore the board had had no opportunity to change its standards over theatre cases as it had to change its standards in other industries. But, they added, the changes in other industries certainly indicate that the board will consider changing its standards and possibly exempting all but the very largest theatres in the very largest chains.

U. S. Producers Have 35 Films in Work

HOLLYWOOD, July 26.—Production by Americans, in this country and abroad, climbed to a total of 35 features in shooting stages as of the weekend, following start of six new projects and completion of three others during the seven-day period.

Starters: "Bugle's Wake," Technicolor (Col.); "New York Confidential," Greene-Rouse (Ind.); "Bad Day at Black Rock" Technicolor (MGM); "Racers," CinemaScope, color (20th-Fox); "Foxfire," Technicolor (U-I); "Young at Heart," Arwin, WarnerColor (W.B.)

Finishers: "Battle Taxi," Tors (U.A.); "Chief Crazy Horse," CinemaScope, Technicolor (U-I); "Drum Beat,," Batjac; CinemaScope, WarnerColor (WB).

Wisc. Allied

(*Continued from page* 1)

immediate steps to seek government intervention; and Wisconsin Allied's national director, Sig Goldberg, is hereby directed to formally present such request for government intervention at the next national Allied board meeting, scheduled at White Sulphur Springs."

Committee to Meet in N. Y. During Week of Aug. 17

The Allied committee is tentatively set to meet with sales managers in New York during the week of Aug. 17.

$34,000 1st Week for 'Wind' in Pittsburgh

PITTSBURGH, July 26.—"Gone With The Wind" took in an estimated $34,000 in its first week in Loew's Penn, topping its 1947 figures. Long lines since the opening day indicate a run of at least three weeks in this de luxe house, according to manager Bill Elder.

'Pushover' Friday

"Pushover," from Columbia, will have its New York premiere at the Globe Theatre on Friday. The film stars Fred MacMurray.

Henry Randel

(*Continued from page* 1)

in 1916 as a salesman in Washington, became Metropolitan New York district sales manager in April, 1947. From 1941 to 1947 he was manager of the company's New York branch, and from 1929 to 1941 was Brooklyn branch manager. Before joining Paramount he operated an insurance business in Miami, Fla., and was at one time in the stock brokerage business in Pittsburgh.

Several years ago, Randel invented a theatre ticket stub box called the stub rod control, in which that portion of tickets retained by theatres were deposited and automatically kept in sequence of purchase. The boxes, now in wide use, are regarded as an aid in the maintenance of ticket sale records.

Randel was active in Victory Loan and Red Cross drives within the industry during World War II. He was president of the New York Film Board of Trade for 1945 and for 1952.

Survivors include a sister, Mrs. Belle Perlman of New York, and a son, Philip.

Improve La. Drive-in

NEW ORLEANS, July 26.—Percy Duplissey and L. R. Navarre, operators of drive-in theatres throughout Louisiana, have announced plans to spend $20,000 for improvements at the Melody Drive-in Theatre, Oakdale, La. The three-year-old outdoor house originally cost $60,000 to build.

Goldstein

(*Continued from page* 1)

agent before entering picture production in 1942.

"Big Street" for RKO launched his production career. This was followed by a series of moderate budgeted Westerns for Columbia and "Irish Eyes are Smiling" for 20th-Fox. The Francis (talking mule) and Ma and Pa Kettle series were also among his productions. He recently concluded a deal with United Artists to produce a program of pictures for release by that organization.

Produced Many Top Films

Goldstein was executive producer of U-I's "The Egg and I" and the forthcoming 20th-Fox film, "The Raid." Other recent pictures were: "Up Front," "Tomahawk," "Meet Danny Wilson," "Steeltown," "Scarlet Angel," "Flesh and Fury," "Sally and Saint Anne," "It Grows on Trees," "Willie and Joe Back at the Front," and "Redhead from Wyoming." He was named "Champion Producer 1950-1951 Season" in "Fame."

Three brothers, including his twin Robert, and two sisters survive.

$32,950 for 'Living'

Paramount's "Living It Up" scored a big $32,950 in its first three days at the Criterion Theatre here.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 76. NO. 19

NEW YORK, U. S. A., WEDNESDAY, JULY 28, 1954

TEN CENTS

After Injunction

NYC Theatres May Collect Full 5% Tax

May Hold the 'Breakage' Difference in Trust

The possibility that local exhibitors may comply with the full provisions of the New York City amusement tax, in the face of a pending injunction against the law's "breakage provision," grew yesterday after plaintiffs in the case and their attorneys met to map strategy and policy before filing their injunction order with the Supreme Court.

Exhibitor attorneys expressed the opinion that "principal consideration" would be given to continued collection of the full tax and the holding of the breakage difference "in trust" pending a final determination of the suit.

The attorneys will meet with Stanley Buchsbaum, city assistant corporation counsel, in his office today at 2:30,

(*Continued on page* 4)

Print Shortage Will Close More Houses, Ben Marcus Declares

MILWAUKEE, July 27.—Claiming that the reduction in the number of box-office productions had been responsible for the closing of many subsequent-run theatres, Ben Marcus, president of Allied States Association, charges that the reduction of prints will "hasten the closing of considerably more subsequent and small town houses.

The Allied president, in a statement here, alleged that M-G-M, "which has always had enough prints for good distribution, has now reduced, as much as 40 per cent, the number of prints

(*Continued on page* 5)

NYC Exhibitors Plan Policy-Making Meet

As New York City exhibitors continued their fight against the city amusement tax, with court action the next step, they were alerted yesterday for a policy making meeting set for next week. The gathering has been scheduled for Tuesday in the Loew's Theatres projection room.

Movietone Is Mulling 'Scope Newsreel

Twentieth Century-Fox's Movietone News, which will celebrate its 25th anniversary in September, is experimenting with and planning a CinemaScope newsreel, it was learned here yesterday.

Edmund Reek, vice-president and producer of Movietone News, said that "a CinemaScope newsreel is in the planning stages now." Reek is marking his 35th anniversary with the 20th-Fox newsreel-producing subsidiary this month, having joined the old Fox News in 1919.

Operators of CinemaScope equipped theatres have been inquiring for such a newsreel version, it was reported.

Goldsmith Is Named M-G-M Head in UK

LONDON, July 27.—Charles Goldsmith, assistant managing director since 1952 here, will assume the duties of managing director of M-G-M Pictures, Ltd. and the New Empire, Ltd., on Aug. 1, it was announced today.

Sam Eckman, board chairman in a prepared statement, said: "The appointment of Charles Goldsmith as managing director of M-G-M, Ltd., and the New Empire, Ltd., possibly may give rise to rumors of my retirement. In fact, there have been similar rumors floating around the industry and they have no foundation. My contract with the company, which was renewed in 1952, continues for several years. I never have intended to retire

(*Continued on page* 5)

BOT Negotiating for TV of B'way Show

Box Office Television is currently negotiating to bring a top Broadway legitimate show to theatres throughout the country via closed circuit television at cost, it was announced here yesterday by William Rosensohn, executive vice-president of BOT.

Negotiations are now underway with the producers of seven important Broadway productions, Rosensohn said. The first such closed circuit

(*Continued on page* 5)

Strike Still Grips Mexican Industry

MEXICO CITY, July 27.—Over 1,200 theatres and American and foreign distributors exchange offices were still closed today as the Mexican Labor Ministry, which is attempting to end the five-day-old National Cinematographic Industry Workers Union strike, said that "the wave of cheating abuses which are victimizing the impresarios by the STIC leaders are not benefiting the workers and are plunging the industry into a chaotic situation."

The union leaders are obtaining personal profits, ignoring the needs of the workers, the governmental agency said. The government, which is eager to settle the strike because of the

(*Continued on page* 5)

Theodora, Security, AA to Make 'Combo'

HOLLYWOOD, July 27.—Walter Mirisch, executive producer of Allied Artists today disclosed completion of an agreement with Theodora Productions and Security Pictures to jointly produce "Big Combo," with Cornel Wilde, Jack Palance, Jean Wallace co-starred. Sidney Harmon will produce from a script by Philip Yordan, his partner in Security Pictures.

Theodora is Wilde's producing company.

To Hold Meetings

Arnall in D. C. to Press Protest on French Pact

WASHINGTON, July 27. — Ellis Arnall, president of the Society of Independent Motion Picture Producers, arrived in town for a series of talks with government officials to drive home SIMPP's protests against the recent French film pact.

Arnall and SIMPP contend that the French agreement, negotiated by the Motion Picture Export Association, has subsidy features which the U.S. government should declare illegal and out of line with U.S. foreign trade policy. Arnall earlier wrote the State Department asking for such a policy declaration and also demanded that the Federal Trade Commission investigate whether MPEA has violated the Export Trade Act.

Arnall met this afternoon for an "off-the-record exploratory" talk with

(*Continued on page* 5)

First Discussion

TOA Starting Search for a 'Coordinator'

Association Leaders to Launch Financing Study

Preliminary discussions looking toward the employment, by Theatre Owners of America, of an "industry coordinator" were started this week by TOA leaders at a meeting here. A number of possible appointees were considered, but as yet nobody has been selected.

The decision to employ a coordinator to perform a variety of functions was reached at a meeting of TOA's executive committee last month in Los Angeles. His duties, according to the plan, will cover a wide scope.

The TOA leaders directed that the officers and executive committee "prepare and execute a plan defining" the functions of the liaison officer. The plan, it was stated, will be "to comprehend all matters relating to the ex-

(*Continued on page* 5)

RKO Theatres Net Up for 2nd Quarter And 1st Half Year

Consolidated net income of RKO Theatres Corp. and subsidiary companies for the second quarter of 1954 was $418,666, after taxes and all other charges (including profit of $12,267 on sale of capital assets, before taxes). This compares with consolidated net income for the second quarter of 1953 of $92,240, after taxes and all other charges (including profit of $5,569.59

(*Continued on page* 5)

AB-PT to Retain Texas Drive-in

American Broadcasting - Paramount Theatres was granted the right to retain the Airport Drive-in Theatre in Paris, Tex., and to dispose of the Buchner Drive-in in Northeast Dallas, under an order signed here yesterday by Federal Judge Henry W. Goddard. In modifying the consent decree, Judge Goddard ruled that the Dallas drive-in must be sold to interests that were not defendants in the case of U. S. vs. Paramount, et al.

Personal Mention

JOSEPH H. MOSKOWITZ, vice-president of 20th Century-Fox and Eastern studio representative, will sail from New York today aboard the "Queen Mary" for England and the Continent.

•

James McGuire, Jr., Dwight Thompson, William Sapp, Jr., and Erich Seelig, Paramount Pictures technicians, are due in New York today enroute to Cairo, Egypt.

•

Ernest A. Marx, director of the international division of the Allen B. Du Mont Laboratories, will leave here Aug. 14 on the "Ile de France" for Europe.

•

Mitchell Rawson, of the M-G-M home office publicity department, is vacationing in upstate New York.

•

A. E. Bollengier, treasurer of United Artists, has left New York for Hollywood.

•

Robert Young, Mrs. Young and two of their daughters will sail today on the "Queen Mary" for Europe.

•

Jack Sanson, manager of the Stanley Warner Strand, Hartford, is vacationing in downstate Connecticut.

Firm's Position Now Best, Says Warner

HOLLYWOOD, July 27. — Harry M. Warner, president of Warner Brothers, told home executives and district sales managers in the closing sessions of a two-day meeting here, that "our company is in the best position of its history."

With an unprecedented line-up of fine pictures completed, currently in production and scheduled for production, "we can expect to further improve our position," Warner stated.

Other Warner Brothers officials to address the sales meeting were Ben Kalmenson, vice-president in charge of distribution, and Mort Blumenstock, vice-president in charge of advertising and publicity. Both outlined campaigns on forthcoming product to the executives and district managers. The home office officials will return to New York today with Kalmenson remaining on at the studio for additional talks with Warner and Jack L. Warner.

Flynn Joins DuMont

CLIFTON, N. J., July 27.—Thomas C. Flynn has joined the public relations staff of Allen B. DuMont Laboratories, Inc., it was announced by Edward W. Allen, Jr., manager of publicity and publications for the television and electronics firm. Flynn, who was formerly with David O. Alber Associates, the Columbia Broadcasting System and Radio Station WOR, N. Y., will handle publicity on a number of technical accounts of the company.

COURT CLARIFIES REASONS FOR INJUNCTION IN PICKETING CASE

Acting on the premise that exhibitors in other states may be faced with a similar problem, Herman Levy, general counsel of the Theatre Owners of America, has prepared an "industry case digest" covering the controversy between Hugh Graham, operator of the LaCosa Theatre in St. Louis County and the projectionists' union. Levy summarized the case as follows:

Early in 1952 Graham wanted to hire a union projectionist and requested the union having jurisdiction of these projectionists to send him one. The union representatives insisted that the plaintiff hire two projectionists rather than one. They would not send one. Graham refused to hire two. He could not afford "to pay an extra man who would not be doing practical work . . . when one projectionist could handle the work." There was no dispute between Graham and the union—Graham was at all times willing to pay union wages. Since the union refused to send a projectionist, Graham hired a non-union projectionist and paid him union wages. Thereupon, the union picketed Graham's theatre. Graham brought this suit to enjoin the picketing, and the Court granted the injunction on the grounds that the picketing was for "an unlawful purpose and was, therefore, enjoinable."

Opposing Views Outlined

Graham claimed: (1) that while the picketing was peaceful it was for unlawful purpose; and, (2) that the only purpose of the picketing was to force unwanted services on the plaintiff.

The union claimed: (1) that there was a labor dispute, and that, therefore, the picketing was lawful; and, (2) that the Court had no jurisdiction in the matter.

The court found all issues for Graham.

These are some excerpts from the Court's decision:

"The Court believes that the plaintiff has the right to carry on a lawful business without disturbance, that this right is, as the courts have declared many, many times, a property right, and acts committed without just cause or excuse which interfere with the carrying on of plaintiff's business, destroying his custom, credit, or his profits, do an irreparable injury and authorize the issuance of an injunction."

"In numerous cases, although not upon uniform reasoning or principles, relief by injunction has been afforded against picketing of this character which in reality amounts to a boycott established against the business of plaintiff to make him submit to the arbitrary demands of the defendants. In other words, the defendants attempt by their boycott to compel plaintiff to regulate his business according to their demands instead of by plaintiff's own judgment. To displace the law of the land by the demands of the union as the criterion of the rights of the plaintiff would, at the least, be unreasonable. Such demand of the defendants appears to this Court to be arbitrary and unlawful when all the evidence is considered and as judged by other Missouri cases."

"Here the defendants are using picketing as a force to deprive plaintiff of the opportunity of managing his own business; his business is being destroyed by the silent and insidious force of a system of picketing or else defendants would not attempt to use the system. Under such facts a court of equity should be allowed to relieve such a situation. This Court will go as far as the law permits to encourage and help labor to ameliorate its condition, but it cannot join with defendants in denying the plaintiff the opportunity to secure a livelihood for himself without being forced to hire an unwanted man when, as he has proved to the Court, this man will not be of any service to him and is not necessary, but is arbitrarily forced upon him."

Connecticut Precedent Cited

Levy said that reference should be made, too, to the case of Kenmike Theatres, Inc., vs. Moving Picture Operators, Local 304, A.F.L., et al, 139 Conn. 95, in which the Supreme Court of Connecticut rendered a similar decision. In the Kenmike case the Court held, on substantially the same facts, that peaceful picketing "will be enjoined where there is no labor dispute, and where it is being used to attempt to force the theatre owner to employ only union projectionists."

The Connecticut Supreme Court pointed out that "sharp conflict of authority" exists in this field "although the recent trend of the authorities supports the conclusion we have reached."

59% of Pictures Shown in Sweden Are Of U.S. Origin, Commerce Dept. Says

WASHINGTON, July 27.—U. S. feature films have held their grip on the Swedish theatre market over the last five years, according to the Commerce Department.

Film chief Nathan D. Golden said that during 1953, U. S. films accounted for 190 or about 59 per cent of the 324 feature films released in Sweden, compared with 58 per cent of the 292 features released there in 1949. He declared that as of Jan. 1, 1954, there were 2,494 theatres in Sweden exhibiting 35mm. films.

Jefferds Named Head Of Disney Character Merchandising

Appointment of Vincent H. Jefferds as manager of the Disney Character Merchandising Division, with offices in New York City, was announced yesterday by Roy Disney.

V. H. Jefferds

In addition to the licensing of Disney characters, Jefferds' duties will include supervision of all merchandising sales promotional activities, as well as serving as liaison between Walt Disney Productions and sponsors of the Disneyland-TV show which premieres Oct. 27 over the ABC network.

Jefferds, formerly vice-president of Times Square Store Chain, joined the Disney organization three years ago. He will continue to direct national tie-in advertising promotions of all Disney motion picture productions.

'Vanishing Prairie' To Fine Arts Here

Walt Disney's "The Vanishing Prairie," second full feature-length True-Life Adventure and successor to the Academy Award-winning "The Living Desert," has been set for its world premiere at the Fine Arts Theatre here following the current engagement of "Mr. Hulot's Holiday."

Transferred to the screen from a script written by James Algar, Winston Hibler and Ted Sears, "The Vanishing Prairie" was filmed with the cooperation of the United States Department of the Interior National Park Service, Wind Cave National Park, Yellowstone National Park, Fish and Wildlife Service, Bureau of Indian Affairs and the Crow Indian Tribe. Its setting stretches from the Mississippi to the Rockies.

Former IA Official Dies After Operation

ATLANTA, July 27.—William P. Raoul, former general secretary-treasurer of the International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators of the U. S. and Canada, A.F.L., died here yesterday at Georgia Baptist Hospital, where he had undergone an operation last week.

Raoul, who retired from his IA office last August, joined the craft union in 1910 helping to establish a number of Atlanta locals. He was a charter member of the Atlanta Variety Club. Services will be held at the H. M. Patterson and Son Funeral Home here tomorrow at 10:30 a.m.

'Raid' Bows at Palace

"The Raid," Technicolored Panorama Production released by 20th Century-Fox, will have its New York premiere at the Palace Theater on Aug. 13.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Those Beautiful, Bountiful, Buxom, Box-Officey

"SEVEN BRIDES

FOR SEVEN BROTHERS" in CinemaScope from M-G-M

BUST MORE RECORDS! BIGGEST ALL-TIME FIRST 5-DAY GROSS

(Holiday or Otherwise!)

IN 2½ YEARS AT THE MUSIC HALL!

Also The Biggest Non-Holiday
Monday Gross Ever At The Hall!

★

And that "Brides" business will bounce right along when the next wonderful attraction, M-G-M's "BRIGADOON" bounds into the Music Hall. This great CinemaScope musical production of the famed stage hit was screened yesterday in the M-G-M Projection Room and it's even more sensational than the advance Coast reports! Oh Boy! "BRIDES"! "BRIGADOON"! BOX-OFFICE!

People

George Schaefer has been retained as producer's representative for "The Good Die Young," to be released by United Artists.

◆

Bill Thomas, Universal-International's fashion designer who created the gowns for Jane Wyman and Barbara Rush in "Magnificent Obsession," is promoting the film in a key-cities tour.

◆

Nicky Langston, manager of the Capitol Theatre, Hamilton Ontario, in 13 weeks scored 90.46 per cent of the maximum possible points in Odeon Theatres' Canadian showmanship contest, to wind up strong man of the event. Second, for 11 points less was Don Gauld, manager of the Odeon at Fort William, Ontario. Langston receives $300 in cash, a week's extra vacation with pay and the Odeon Champion Trophy and miniature.

◆

Dimitri Tiomkin and **Ned Washington** have completed words and music for the title song of the forthcoming Stanley Kramer film, "Not as a Stranger."

◆

Mrs. Edna Wilma Sharpe, 60, manager of a chain of 19 picture houses in the Pacific Northwest, died in Missoula, Mont.

◆

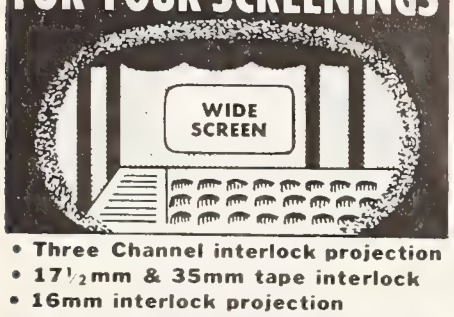
W. R. Frank, producer of "Sitting Bull," first CinemaScope film for United Artists release, arrived in New York yesterday with the picture's first print for a four-day conference series with UA executives on sales and promotion plans for the spectacle.

◆

Danny Kaye, star of "Knock on Wood," and Norman Panama and Mel Frank, who wrote, produced and directed the film, have arrived in Chicago, for today's opening at the Oriental Theatre.

'Silver' Completed

Principal photography on "Long John Silver," Technicolor adventure film, has been completed, according to cabled word here from Joseph Kaufman, producer. "Long John Silver" is being made on location in Sydney, Australia, and is the first CinemaScope picture to be filmed in that country.



"SHOWPLACE OF THE EAST"
FOR YOUR SCREENINGS

- Three Channel interlock projection
- 17½mm & 35mm tape interlock
- 16mm interlock projection

CUTTING & EDITING ROOMS AVAILABLE
MOVIELAB THEATRE SERVICE, INC.
619 W. 54th St., N. Y. 19, N. Y. • JUdson 6-0367

May Collect Full 5% Tax

(*Continued from page* 1)

to discuss the terms of their order and other particulars in the case.

Buchsbaum called the attorneys during the course of their meeting yesterday and requested the meeting. After the call exhibitor attorneys quickly agreed to meet the city counsel.

Size of Bond a Factor

The reasoning behind the move to comply fully with the tax, motion picture attorneys said, is that the city may not insist on a large bond to be posted, or may waive the bond requirement entirely, if exhibitors collect the tax in its entirety.

The attorneys indicated that city theatres will "in all probability" go along with the procedure of collecting the tax, although it now exceeds the five per cent limit set by state law, and hold the difference in trust pending the ultimate decision in the suit.

Another point brought out at the meeting, pointing to continued collection of the tax in the full amount, is that abandonment of the "breakage provision" would cost the city 17 per cent of the estimated $16,700,000 annual yield expected from the amusement industry as a whole. The lost revenue would amount to approximately $2,800,000 a year, exhibitor lawyers pointed out.

Leading Circuits Represented

The lawyers attending yesterday's strategy meeting included Mitchell Klupt, representing the Century circuit; Leopold Friedman, Thomas Bress and Donald Schiff, Loew's; Edward C. Raftery, for RKO and Cecilia H. Goetz, representing Brandt Theatres.

Exhibitors Ask Fox About 16mm. 'Scope

Foreign exhibitors in 24 territories throughout the world who are serviced by 20th Century-Fox with 16mm. first-run prints, have been asking the company about CinemaScope versions of 16mm. films, it was learned here yesterday.

An executive of 20th-Fox, at the Roxy Theatre demonstration of "The Advancing Techniques of CinemaScope" a short time ago, stated that the company's engineers have been given the "green light" in order to produce 16mm. CinemaScope films.

One to Three Years Behind

The foreign 16mm. market in the 24 distribution areas, which are one to three years behind domestic release, are serviced by 20th-Fox exchange offices which in some instances handle the distribution of prints in a number of countries. In Mexico, a local distributor supplies exhibitors with 16mm. prints of 20th-Fox productions. Recent new 16mm. markets for 20th-Fox, it was learned, are New Zealand, Uruguay and Indonesia.

Image-Forming Plan For Live TV Shown

HOLLYWOOD, July 27. — The "Inspacian Image-Forming System" devised by Melville Terwilliger, research scientist, was given its first press demonstration today at the KTTV Television studio, where its usefulness in connection with live-television was manifested in impromptu tests that appeared to display considerable gain in definition and in background clarity. The system, developed by Terwilliger prior to the film industry's 3-dimension phase, is claimed to be adaptable with equal advantage for motion picture and television purposes.

A motion picture demonstration will be made in the near future, the inventor said.

Drive-in Opening Slated

HARTFORD, July 27. — South Windsor Realty Corp., completing a $125,000 drive-in theatre, to be known as the East Hartford Drive-In Theatre, at South Windsor, Conn., has scheduled an opening for early August.

Review

"Crossed Swords"

(*Viva-United Artists*)

SOME bright location filming in Italy is one of the main attributes of this otherwise flimsy costume piece, starring Errol Flynn and Gina Lollogibrida. With the exception of Flynn and English actress, Nadia Grey, the cast is Italian. Their voices have undergone adequate dubbing into English.

Set in the Renaissance and filmed in Pathecolor, momentary visual pleasures are provided when the camera turns its eye towards splendidly attired ladies in "Palazzo" settings as well as some graceful outdoor scenes. But this is all but overcome by a story that tries to combine sauciness ("Decameron" style) with Borgia skullduggery. However, the picture should fit the bill wherever this sort of item is in demand.

Two eligible bachelors of Sidona, Flynn and friend, Cesare Danova, are on their way home, unaware of a new law requiring all men over 20 either to marry or leave town. Flynn has the reputation of a Don Juan and Danova, the duke's son, also returns from a year of adventure. The duke's daughter, Miss Lollogibrida, falls in love with Flynn who resists her marital gleam. In the meantime, the duke's arch enemy plans to overthrow the ruler and ascend the throne with his daughter. The bachelors are imprisoned, but the day is won through Flynn's prowess plus the aid of a previous amour, Miss Grey, who induces the women of the town to amuse the mercenaries while the two gentlemen of Sidona escape. Flynn, however, submits to Miss Lollogibrida.

The J. Barrett Mahon-Vittorio Vassarotti produced film was directed and written by Milton Krims.

Running time, 86 minutes. General classification. For release, August.

R. G.

News Roundup

Cuba Likes VistaVision

Paramount's VistaVision was very well received at its first demonstration in Cuba, which was held last week in Havana, according to Arthur Pratchett, Latin America division manager for Paramount, who, in a wire to George Weltner, president of Paramount International, said, "VistaVision has taken Havana in one frontal assault."

◆

Plan New Mass. Booth Rules

The commissioner of public safety of the State of Massachusetts has called a public hearing for Aug. 18, when he will propose a new set of regulations affecting the operation of projection booths in the state.

◆

Three Japan Films to Italy

Italian Films Export, American representatives of the Venice Film Festival, have named three Japanese films to be entered in the competition. They are "I Sette Samurai," "Sansho Daju" and "Albero de Osaka."

◆

Normandie to T-L Circuit

The Normandie Theatre here has been added to the Trans-Lux circuit. Perceival E. Furber, president of Trans-Lux, disclosed that the Normandie's first program under the new regime, which will start Aug. 4, will feature "The Adventures of Robinson Crusoe."

◆

Balcon Plans 2 in August

Sir Michael Balcon, production chief at the Ealing studios in England, has scheduled two top-budget films for next month. The first will be "The Night My Number Came Up," based on the Saturday Evening Post story by Air Marshall Goddard. Later in August Sir Michael will put into work "The Ship that Died of Shame," by Nicholas Monsarrat, author of "The Cruel Sea."

◆

FPC Stock Close to $25

In recent trading on the Toronto stock exchange, the common shares of Famous Players Canadian Corp. maintained a price close to $25, which compares with $23.50 per share at which Paramount International sold a block of 328,000 shares on the open market last May to Canadian investors.

◆

20th Hosts UN Students

United Nations student internes from 49 countries were guests of 20th Century-Fox at the Roxy Theatre here last night, for a special preview of the company's new CinemaScope production, "Broken Lance."

◆

To Process Documentary

Pathe Laboratories will process the documentary feature "Mau Mau" which will be produced by Joe Rock in Pathecolor.

Arnall Protesting French Agreement

(*Continued from page* 1)

FTC chairman Edward T. Howrey. He said he had meetings set up for tomorrow with officials of the FTC's export trade division, the State Department's Office of Economic affairs, and the Justice Department's anti-trust division.

"I also plan to talk with members of Congress at the proper time, but I don't know whether I'll do it this visit," Arnall said. "Several committees of Congress are vitally interested in this problem."

Arnall indicated he fears that similar subsidy arrangements might be thrown into the forthcoming trade pacts with Germany and England unless SIMPP wins its fight now. "If you start to pay the French a subsidy, where do you stop?" he demanded.

"I want the Federal Trade Commission and Justice Department to take the position that subsidies are illegal," Arnall continued. "I want the State Department to say they're not in keeping with our foreign trade policy."

Arnall said the State Department had replied to his protest letter, but that the effect of the department's reply, "after you boil it all down, is that they welcome further discussion." There definitely will be further conversations and further correspondence, Arnall said. "This letter had no policy statement from the department," he declared. "Sooner or later I'm going to get such a statement from them."

FTC Acknowledges Letter Of Film Council on Pact

HOLLYWOOD, July 27. — The AFL Film Council has received acknowledgement from the Federal Trade Commission's Bernard B. Smythe of its letter and resolution supporting the position of Ellis Arnall, president of the Society of Independent Motion Picture Producers regarding the French pact of the Motion Picture Export Association. Smythe said the Council will be kept informed on developments.

The Council has recessed its regular weekly meetings until September.

Goldsmith

(*Continued from page* 1)

from the film industry which has been my life and my livelihood for so many years.

"My position with M-G-M will still be on a full time and active basis as I will remain as chairman of M-G-M Pictures, Ltd., and the New Empire, Ltd. Also I will continue as a director of Loew's International Corp. and M-G-M British Studios, Ltd. Additionally, I will serve as chairman of Robbins Music Corp., Ltd., Leo Feist, Ltd., D. Feldman and Co., Ltd., Dix Limited and British and Continental Music Agencies, Ltd."

Goldsmith first came to Britain in 1948 as an assistant to Eckman, but after five months he found himself unable for personal reasons to remain in London. In 1952, he returned to assume the duties of assistant managing director.

RKO Net

(*Continued from page* 1)

on sale of capital assets of the company before taxes).

Net income before deduction for special items for the first six months of 1954 was $955,117, as compared with $368,553 for the first six months of 1953. After deduction of special items, the net income was $904,024 for the 1954 period as compared with a net income of $417,602 in 1953. The special items in the 1954 period included losses from the disposal of theatre properties amounting to $86,092, resulting in the elimination of Federal income taxes of $35,000 which otherwise would have been payable on net income. Special items in the 1953 period included a profit of $10,949 from the disposal of theatre properties, which, however, resulted in a reduction of $38,100 in Federal income taxes for that period.

BOT Negotiating

(*Continued from page* 1)

telecast is expected to be produced in the fall, with the actual date to be announced later on.

Rosensohn estimated that the actual costs to motion picture theatre owners will run between 50 and 75 cents per seat. This, he noted, represents actual costs with all profits to be retained by the theatres. Estimated costs of the entire production will run well over a $1,000,000, Rosensohn said.

Fox Research Dept. To Move Offices

Twentieth Century-Fox's research department, headed by Earl Sponable, will move shortly from the Movietone News building on West 54th St. here to quarters which are now being prepared at 20th-Fox's home office building at 444 West 56th St. The research department will locate in offices formerly occupied by the 20th-Fox advertising department, which has already moved to another section of the home office building.

TOA Search

(*Continued from page* 1)

hibition, production and distribution of motion pictures and the financing thereof, whether that financing be direct or indirect, and whether it be by way of support to independent producers or through a company in broad principles substantially similar to those of the original First National Pictures."

The discussions this week reportedly also extended to the launching of TOA's proposal to finance production.

Strike in Mexico

(*Continued from page* 1)

losses from taxes, announced that 97 per cent of all the theatres throughout Mexico are closed.

The entire industry, it is expected, will soon come to a standstill due to the Film Production Workers Union which sympathizes with the STIC, the government said. It is also expected that the STIC will force the closing of playhouses and perhaps all other amusements in an effort to force the industry to meet the union demands, according to reports.

Para. Canadian Sales Drive Head Named

TORONTO, July 27. — Gordon Lightstone, general manager for Paramount in Canada, today announced the appointment of Winston Barron as Dominion captain of Paramount's 40th anniversary sales drive which will begin here and in the U.S. on Thursday and extend for 14 weeks.

Print Shortage

(*Continued from page* 1)

for some of its exchanges," adding that "other distributors report similar reductions."

Continuing his blast against alleged print shortages, Marcus said:

"This is a very short-sighted and foolish economy and will further tend to destroy all orderly clearance for subsequent runs and will prohibit small towns from showing the much-needed box-office pictures within a reasonable time after first-run in the cities. It will waste the effective advertising and publicity that usually precedes and follows the first-run city opening.

Calls Move 'Senseless'

"It is hard to conceive that the heads of the major producing companies would embark on such a senseless economy move, particularly after the excellent financial statements they all have reported, which far exceeds the comparative figures of a year ago; and, whereas the exhibitors are fighting for survival and existence under present conditions, I sincerely hope the distributors will re-examine the print shortage and reduction situation and increase instead of reduce the number of prints to the exchanges in order to make box-office pictures available to the much-needed subsequent-run and small town theatres to help them survive.

"It is a fallacy, proven time and again, to think of eliminating this type of theatre and retain the profitable position the distributors have enjoyed this last year.

IFE Adding Two To Release Slate

I.F.E. Releasing Corp. announced yesterday the addition to its 1954-55 product lineup of two Pathe color productions—"Hurdy-Gurdy" (former title: "Neapolitan Carousel"), a musical, and "Theodora, Slave Empress," a historical adventure production.

The screening of the two films will be one of the highlights of the I.F.E. sales convention which will convene in New York Aug. 6, extending through Aug. 10. The convention will be attended by division managers, district managers and salesmen from the six major sales districts as well as executives from the New York office.

National Pre-Selling

"WOMAN'S Home Companion" has created a new format for the reviewing and recommending of motion pictures, for the August issue and subsequent ones.

Each month, special emphasis will be placed on one picture while several others will be recommended to their readers.

MGM's "Brigadoon" is the one selected for special treatment in the August issue. Almost an entire page is devoted to the review and photos taken on the production sets of this film. Phil Hartung, motion picture editor, reports the basis theme of "Brigadoon" is: "If you love anyone deeply enough, anything is possible."

●

"Look" has a very unusual cover subject on the current issue; it is the villain of Walt Disney's "20,000 Leagues Under the Sea." The villain, a giant squid—a sea monster modeled after actual squids that prowl the sea depths and fight with sperm whales, "Disney's squid, if alive, would weigh 20 tons. It is probably the biggest special-effects creature Hollywood has ever spawned—making even King Kong seem a pygmy by comparison."

Three pages of the issue are devoted to a cover story depicting how the giant squid attacks submarine Nautilus and its crew.

●

Louella Parsons selected "The High and the Mighty" as the best production of the month and awarded it "Cosmopolitan's" Movie Citation for July. "The High and the Mighty" was produced in CinemaScope and WarnerColor. Miss Parsons says "It was so flawlessly acted, moving and suspenseful that it deserves Academy attention."

●

"Life" reports in the current issue that the "most pleasant surprise in a movie blue moon is a gay, offbeat piece of backwoods whimsy called 'Seven Brides for Seven Brothers'." Three pages are given over to a review and a picture layout of this new release, produced by MGM, who according to "Life," "has wound up with a midsummer hit on their hands."

●

"Collier's" color camera made beautiful photographs of U.A.'s "Vera-Cruz" while on location in Mexico. They appear on a two-page spread in the current issue.

The cast, Gary Cooper, Burt Lancaster and a new Mexican discovery, Sarita Montiel, are shown in action and romantic scenes that should create a substantial amount of interest with the readers of "Colliers."

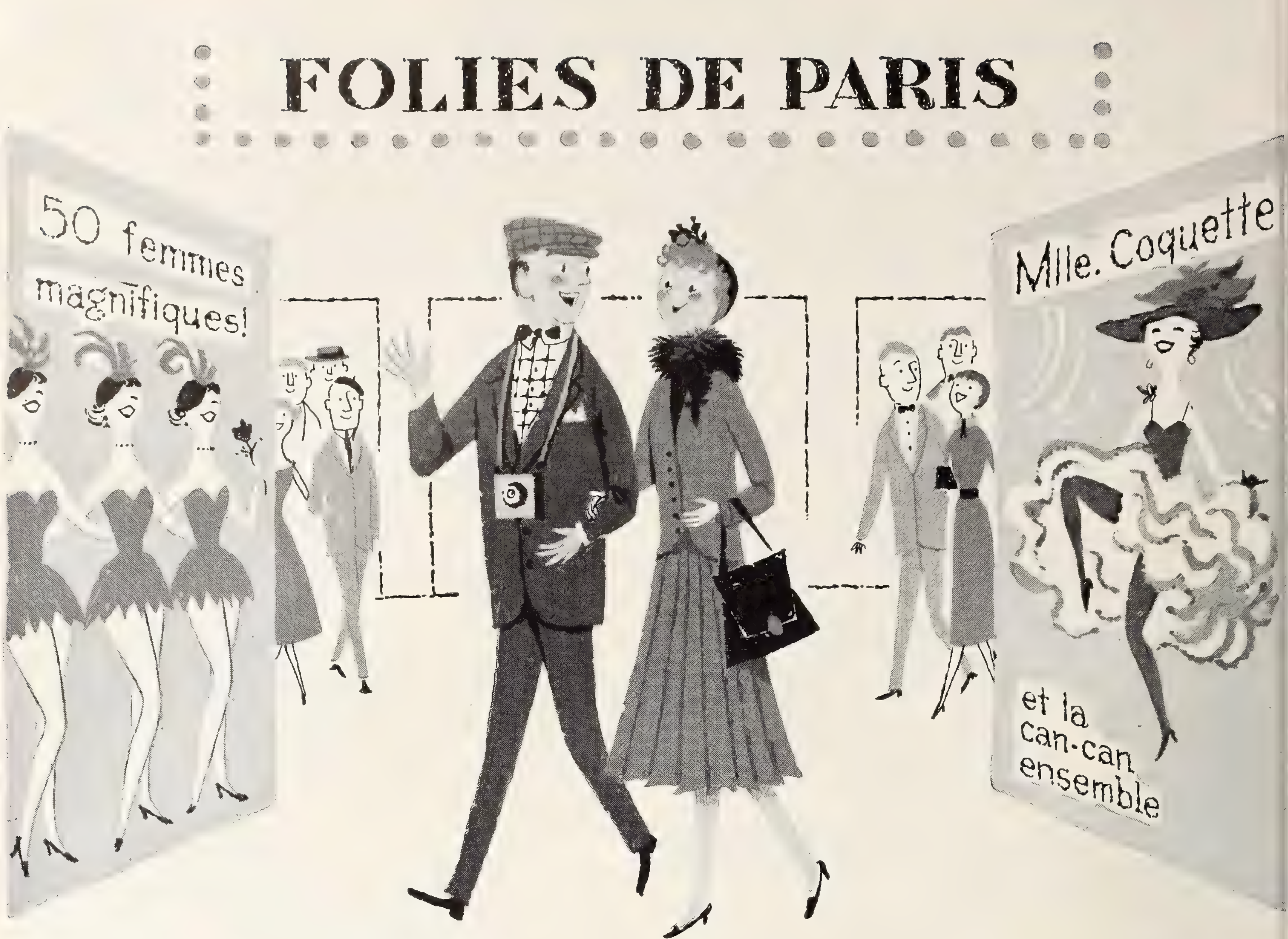
●

Janet Graves of "Photoplay" rated these pictures excellent in the August issue: "The Caine Mutiny," "Three Coins in the Fountain," "The High and the Mighty," "Men of the Fighting Lady," "Apache" and "Dial M for Murder."

●

"McCall's" has three very striking ads for motion pictures in the August issue: a two-color ad on UI's "Magnificent Obsession," a unique one written in review form by John W. Dailey, and an entertaining "picture-of-the-month" ad on the table of contents page.

WALTER HAAS



"Good—but it doesn't compare to a COMPANION-approved movie!"

In every part of America—and even abroad—millions of people use the COMPANION movie review as their guide to good pictures. And they couldn't be "right-er!"

All these movie-going COMPANION readers may not even know their power—but it's a fact that they carry weight with both theater owners and movie producers. Because the impact of COMPANION approval shows up quickly in their revenue, theater owners seek it eagerly.

Hollywood producers show their cognizance of the COMPANION's influence by continuing their 7-year habit of spending more advertising money in the COMPANION than in any other monthly magazine.*

Except, of course, the fan magazines.

Currently advertised in the COMPANION

About Mrs. Leslie	**Paramount**
7 Brides for 7 Brothers	**MGM**
Brigadoon	**MGM**

Woman's Home COMPANION

THE CROWELL-COLLIER PUBLISHING COMPANY, 640 FIFTH AVE., N.Y. 19, N.Y.—PUBLISHERS OF WOMAN'S HOME COMPANION, COLLIER'S, THE AMERICAN MAGAZINE, COLLIER'S ENCYCLOPEDIA.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 76. NO. 20 NEW YORK, U. S. A., THURSDAY, JULY 29, 1954 TEN CENTS

Arnall Finishes D.C. French Pact Talks

WASHINGTON, July 28.—Ellis Arnall, president of the Society of Independent Motion Picture Producers, left here this afternoon after discussing with various government officials SIMPP's opposition to the recent French film agreement. SIMPP contends the French pact, negotiated by the Motion Picture Export Association, has illegal subsidy features.

At a luncheon meeting with State Department film expert Colton Hand, Arnall renewed SIMPP's argument that the department should declare that the pact violates United States foreign trade policies. At meetings with Edward P. Hodges, acting chief of the Justice Department's anti-trust division, and Bernard Smyth, head of the export trade division of the Federal Trade Commission, Arnall urged that Justice and the FTC declare illegal MPEA's actions in connection with the subsidy features.

Government officials involved would not comment on the meetings.

Principals Meet Again

OFFER COMPROMISE IN 5% TAX ISSUE

City Would Waive Bond and Interest If Theatres Consent to Stay Injunction

Stanley Buchsbaum, New York City Assistant Corporation Counsel, offered two compromise measures on the city amusement tax issue to legal representatives of four circuits suing the city over the legality of the tax, at a Municipal Building meeting yesterday.

Thomas Bress, attorney for Loew's Theatres, yesterday revealed that the city is willing to waive bond by the plaintiffs if they consent to a stay to a temporary injunction pending final determination on appeal from an order. The order must be submitted to the Supreme Court by the plaintiffs before the injunction goes into effect.

The city is attempting to stay the operation of the injunction in order to continue full collection of the five per cent tax. After the early two-hour meeting with Buchsbaum and his assistants, Bress said that exhibitor attorneys would now debate whether or not to consent to the proposed stay.

He said that the plaintiffs' order would probably be served to the city before the end of the week. It is a "common courtesy" practice to submit an order of this kind to an opponent, Bress said, in order to enable him to prepare a counter order.

According to law, a two-day delay

(*Continued on page 2*)

RCA Earnings and Sales Hit New Mark For 6-Month Period

Sales of products and services of the Radio Corporation of America and subsidiaries attained an all-time record volume of $444,369,000 during the first six months of 1954, exceeding by $33,683,000—or 8 per cent—the previous peak established for the first half of 1953, Brig. General David Sarnoff, chairman of the board of RCA, announced.

RCA earnings before Federal income taxes, for the first six months of 1954, amounted to $39,603,000—also an all-time high. After providing $20,335,000 for Federal taxes, the net profit for the half year amounted to $19,268,000, an increase of $1,083,000 or 6 per cent over the 1953 period.

After payment of dividends on the preferred stock, this represents earnings on the common stock of $1.26 per share, compared with $1.18 per share earned in the first half of 1953.

An all-time record volume of business was achieved by RCA in the second quarter of 1954, with sales of products and services totaling $217,760,000 compared with $202,679,000 in the second quarter of 1953, an increase of 7 per cent.

'7 Brothers' Sets New Hall Record

The first week of M-G-M's "Seven Brides for Seven Brothers" at Radio City Music Hall here was expected to hit a new record for a "normal" week, the figure reaching between $187,000 and $188,000 by last night. The figure has been topped only when more than four shows daily were presented during holiday periods.

Schine, Others Get Trust Suit Extension

ALBANY, July 28.—Defendants in the $750,000 triple damage anti-trust action brought by Smalley Theatres, Inc., and Smalley Norwich Theatre Corp., against Schine Chain Theatres, Inc., other Schine corporations and eight major distributors have received a second extension of time to Aug. 20 to file answers. The suit was recently instituted in the U. S. District Court, the Smalley companies' complaint having been filed at Utica by Attorney Leonard L. Rosenthal, of Albany.

A number of the attorneys are

(*Continued on page 2*)

General Precision Reports Sales, Net Up in 2nd Quarter

Consolidated net earnings and sales of General Precision Equipment Corp., for both the second quarter and for the first half of 1954 increased over similar periods of 1953, Hermann G. Place, GPE president, reported. Consolidated net profit for the three months ended June 30, after adjustment for minority interest, amounted to $1,485,993 compared with $804,156 for the second quarter of 1953. Consolidated net sales for the quarters were $30,816,064 against $20,985,580 for the same period of 1953.

After deducting dividends on the preferred and preference stocks, net

(*Continued on page 3*)

Should Aid Box Office

Provisions of New Tax Law To Affect Film Companies

By J. A. OTTEN

WASHINGTON, July 28.—The most comprehensive revision of the nation's tax laws since 1890 is about to go on the statute books, and dozens of provisions affect firms in the film industry.

The industry will of course be affected indirectly by the fact that the bill means another $1,363,000,000 of tax relief, bringing to more than $5,000,000,000 the extra spending money in taxpayer's pockets in the next year. Presumably some of this extra spending money will go into theatre cash registers.

Most of the provisions directly affecting the industry are in the direction of tax relief, though some mean tougher taxation. For example, the bill extends until next March 31, retroactively from April 1, 1954, the 52% corporate tax rate. Otherwise it would drop to 47%. Another provi-

(*Continued on page 3*)

Atlas Not Tendering Its RKO Stock

The 884,900 shares of RKO Pictures stock held by the Atlas Corp. will not be tendered for redemption prior to the Sept. 30 deadline, James R. Grainger, RKO president, told stockholders in a letter dated July 27. The date had been extended from July 31.

Grainger added that Howard Hughes has not indicated to the management whether the latter would or would not tender his stock under an offer by RKO to purchase all or part of the 1,262,120 held by him.

Balaban to Europe For More VV Talks

Barney Balaban, president of Paramount Pictures, will leave New York today by plane for Paris for additional conferences with company representatives in Europe following the VistaVision demonstrations he attended recently in London, Paris, Rome and

(*Continued on page 2*)

Call Off Mexican Industry Strike

MEXICO CITY, July 28.—The strike of employes in theatres and distribution offices here has been called off, but negotiations for settlement, under government supervision, will continue. Although some of the theatres reopened today, all of the houses that had been closed by the walkout are expected to resume operations tomorrow.

Personal Mention

MILTON R. RACKMIL, president of Universal Pictures, will return to New York today from Hollywood. ALFRED E. DAFF, executive vice-president, returned here from the Coast yesterday.

•

CHARLES L. LEVY, Walt Disney Productions Eastern publicity director, will leave here tomorrow for Europe via B.O.A.C.

•

HELEN STEVENSON, office secretary at the Home Office Employees, H-63, IATSE, will be married here Sunday to Irving C. Hausler.

•

IRVING SOCHIN, Universal Pictures short subjects sales manager, has left New York for an extended trip through the Western territories.

•

JOHN GUILFOYLE, of the Paramount home office advertising production department, has left New York for a vacation in Pennsylvania.

•

WILBUR SNAPER, president of New Jersey Allied, will leave New York today for a vacation in the Maine woods.

•

GEORGE A. SMITH, Paramount Western division manager, will leave Los Angeles on Sunday for Wyoming.

•

GILBERT ROLAND is scheduled to arrive here tomorrow from England via B.O.A.C. Monarch.

SAG Board Seeks Employment Data

HOLLYWOOD, July 28.—A confidential questionnaire requesting Screen Actors Guild members to report "the number of days you were on salary in motion pictures during three different six-month periods" was dispatched today, returnable immediately, to the full membership, for the purpose of supplying the guild with data that "may help the board to bring about more employment for actors."

Anthony-RKO Suit Is Settled Privately

HOLLYWOOD, July 28. — The two-year-old plagiarism suit against RKO Pictures Corp. in which writer Joe Anthony sought $2,500,000 on the charge that "The Bachelor and the Bobby Soxer" had been taken from his work, "Sister Eve," was dismissed with prejudice today by Judge Ernest Tolin following a private settlement involving a sum called "substantial."

SAG TV Pact Brings $62,240 to Members

HOLLYWOOD, July 28. — Residual payments to actors by television sources since the Screen Actors Guild contract with video producers went into effect last year have amounted to $62,240, the Guild today reported.

Tax Compromise Is Offered

(*Continued from page 1*)

is required from the time an order is served, until the time it is actually submitted to the courts. If served by the end of the week, the plaintiffs' order should be before Supreme Court Justice N. M. Pette early next week.

The other compromise offered the suing theatremen by the city, according to Bress, was that if they lost a pending trial scheduled for Sept. 13, and had to pay the tax, no interest would be added for late payment.

The tax law stipulates a six per cent payment on the amount due at the time of payment. First payment of the new amusement tax is due on Oct. 1. Legal opinion is that the trial would last past this date if it began in September.

Edward C. Raftery, of the law firm of O'Brien, Driscoll and Raftery, attorneys for RKO Theatres in the suit, is currently drafting and will submit the plaintiff's injunction order on behalf of the suing group, Bress said.

Still Mull Bond Figure

Although the city offered to waive a bond to be posted by the plaintiffs should they consent to a stay of the injunction, the latter are still giving consideration to a bond figure, if they decide not to accept the offer.

Exhibitor counselors who met with Buchsbaum and his staff included Bress and Donald Schiff, representing Loew's; Mitchell Klupt, for the Century circuit; Raftery and William Friedmann, representing RKO, and Cecilia H. Goetz, for Brandt Theatres.

Balaban

(*Continued from page 1*)

Frankfurt. Balaban returned to New York July 5 from Europe, where he spent three weeks in conjunction with the demonstrations in the four cities of Paramount's new production and screen presentation process.

Balaban's current European trip will be briefer than the previous one. He and Mrs. Balaban, who now is in Europe, are scheduled to sail for New York from Naples on Aug. 9.

Enthusiasm Reported

Attending exhibitors, newspaper representatives and others at the European demonstrations were said to have greeted VistaVision with high enthusiasm, and immediately following the London demonstration the J. Arthur Rank Organization announced that its Pinewood studios would become the first film production center in Britain to adopt the system.

Both Sides Confident In IATSE Contest

As the date approaches for the crucial IATSE convention in Cincinnati starting on Aug. 9, the camps of both president Richard Walsh and Roy Brewer, who is seeking election to the post, appear to be confident of victory.

Brewer, currently on a last-minute barnstorming tour for support, reportedly has received promises of support from a number of locals. The Walsh supporters, on the other hand, appear to feel certain that he will be reelected.

Local No. 4, of Brooklyn, is passing out handbills which read: "We don't like to write letters and we don't discuss union affairs in the newspapers. But we do know that when the delegates have voted and the ballots are counted that Richard F. Walsh will continue to be president."

'Desire' Here Aug. 6

"Human Desire," Columbia's tense drama of passion and violence will have its New York premiere at the Palace Theatre here on Aug. 6.

Schine

(*Continued from page 1*)

presently engaged in another Sherman anti-trust law suit for $500,000, triple damages, against Schine, et al., by James Papayanakos' St. Lawrence Investors, Inc., operating the American in Canton, and involving Schine's Strand and Pontiac in Ogdensburg.

A series of pre-trial conferences have been held before District Court Judge Stephen W. Brennan in Utica and Albany, the latest taking place over a two-day period in this city. The case, pending for two years, is expected to go to trial this fall.

'Obsession' Held In 18 Situations

"Magnificent Obsession," Universal-International's Technicolor film production is establishing 18 holdovers in its initial pre-release engagements which started with the world premiere at the RKO Palace Theatre in Cleveland on July 15, according to U-I.

Holdovers include the RKO Palace, Cleveland; the United Artists, Chicago; Warner, Youngstown; Palace, Akron; Paramount, Syracuse; Lafayette, Buffalo; Memorial, Boston; Hollywood, Atlantic City; Court, Wheeling; Grand, Atlanta; Midwest, Oklahoma City; Plaza, Asheville, N.C.; Uptown, Salt Lake City; Orpheum, Kansas City; Beverly, Los Angeles; Warner, Milwaukee; Broadway, Portland, Ore., and Academy, Provo, U.

'Scope, Technicolor For 'Gabriel's Horn'

HOLLYWOOD, July 28. — CinemaScope and color by Technicolor will be used by Hecht-Lancaster Productions for "Gabriel's Horn," which Lancaster will both direct and star in, Hecht today disclosed. The picture will be filmed wholly on location.

$59,500 for 'Living'

The Criterion here is expected to complete its first week of Paramount's "Living It Up" today with a heavy gross of $59,500.

N. Y. C. May Change Plan for Estimating Annual General Fund

The offices of New York City Controller Lawrence E. Gerosa are currently preparing local legislation which would change the city's method of estimating its general fund each year. The proposed local legislation is to be ready for the City Council in a month, City Hall spokesman said.

Under current law, the controller must make an annual prediction of what the general fund, the total of the miscellaneous taxes and fees the city collects, will amount to for the coming fiscal year.

Included in the list are sales, business and amusement taxes and license revenues. The new bills would provide that each year the controller would estimate a general fund at the average of the most recent three years.

Gerosa's plans to get a general fund change were disclosed earlier this week by first deputy Controller Louis Cohen when he answered a charge by the Citizens Budget Commission that Gerosa had been $14,000,000 low in estimating the city's 1953-54 general fund revenues at approximately $508,000,000.

Large Saving Seen Likely

The commission, a voluntary civic group, contends that the $14,000,000 additional revenues could have been used to provide the bulk of the estimated $16,700,000 yield of the newly enacted city five per cent amusement tax. The commission, in addition, argues that city probably could have avoided the levy altogether.

Explaining the need for the new legislation, Cohen said that the present system puts on the Controller every year the responsibility of predicting in his estimates, the exact health of the city's business for the following year, as reflected in business, sales, amusement and other taxes.

'Window' Selected For Venice Festival

"Rear Window," Alfred Hitchcock's latest production for Paramount, has been selected for showing at the Venice Film Festival. Although closing date for nominations for Festival Award films had been closed some time ago, the selection committee reopened its list to permit the inclusion of "Rear Window" after viewing a print of the picture which had just been made available.

The Venice Festival gets underway on Aug. 22. "Rear Window," will, however, have its world premiere showing at the Rivoli Theatre, New York, on Aug. 4 at a performance to be held for the benefit of the American-Korean Foundation. The regular engagement of the picture will start on August 5th.

FILMACK
ALWAYS GOOD!
ALWAYS ON TIME!
FOR BETTER SPECIAL TRAILERS
630 Ninth Ave. New York, N.Y.
1327 S Wabash Chicago 5, Ill.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Film Industry Affected by New Tax Law

(*Continued from page* 1)

sion will require very large firms—those with tax bills of over $100,000 a year—to pay some of their taxes in the same year the income is earned, starting next year. At present, all corporate income taxes are paid in the year following the year the income is earned.

The provision that might be of the most benefit to the industry—what with the quantities of new equipment that must be installed as a result of the new film processes—is one that permits businessmen to depreciate more quickly the major part of the cost of new machinery, buildings and other assets.

At present, most investment in plant and machinery must be written off under the so-called straight-line method of depreciation, which means the cost of an asset is deducted evenly over the asset's life. An asset with a life of 10 years is written off at the rate of 10 per cent a year for 10 years. The bill authorizes use of a method known as the declining balance method. Under this method, twice the percentage allowed under the straight-line method is written off each year, but the percentage is applied not to the original cost but rather to the still-undepreciated balance. This method results in about two-thirds of the cost being written off in the first half of the life of the asset, instead of half the cost as under the straight-line method.

The new depreciation rules apply only to investments in new machinery and buildings, and are effective for any such investments after January 1, 1954.

Taxpayers could use other methods of depreciation, provided there is a method to what they propose and provided it doesn't result in any greater write-off during the first two-thirds of an asset's life than under the declining balance method. A taxpayer could also switch any time he wanted from the declining balance method to the straight-line method to write off the remaining undepreciated cost.

Another provision affects firms that are having a bad year after a couple of good years. At present, net operating losses in one year can be carried back to the preceding year to get a refund on taxes paid then, or carried forward five years to cut down taxes in the later years. Usually firms operating at a loss prefer to carry the loss back, since then they can get a tax refund and have some cash on hand to tide them over the bad period. The bill permits net operating losses in one year to be carried back two years for refund purposes.

Will Aid Many Theatres

Many theatre companies keep books on a weekly basis, and these firms will have their tax-reporting job made easier by the bill. At present, the law requires a corporation's tax year to end on the last day of a month, and firms which keep their business books on a weekly basis must make a separate reckoning for tax purposes. The bill will permit firms to pay on the basis of a 52-week or 53-week year. They'd pay for five years on the basis of a 52-week year and then in the sixth year on the basis of a 53-week year, picking up the extra days from the previous years.

At present, many theatre firms must pay real estate taxes for several years at one time. The law now says that those taxes can be deducted only in the year they are paid. The bill permits taxpayers on an accrual basis to spread the tax deductions evenly over the years which the tax payment covers.

Many theatre enterprises are operated by partnerships, and the new bill provides — for the first time — clear rules as to how partnerships should be taxed. Moreover, small partnerships—those with fewer than 50 partners—could elect to be taxed as corporations if they found that to their advantage.

Overseas Business Included

Right now, distributors and other firms doing business overseas can take a credit on their U.S. income tax returns for the main taxes they pay foreign governments. However, at present, they must reduce their foreign profits by their foreign losses and take a credit only for the taxes paid on that amount of profit that exceeds the losses. The bill does away with this requirement.

Many firms are depositing admission tax collections and wage withholding income taxes in so-called "depositary accounts" at banks each month. The bill provides a new one per cent per month charge for failure to pay or for underpaying these taxes into the depositary accounts.

The bill tightens up on the present law's ban on "collapsible corporations" and also acts to prevent the use of "collapsible partnerships." These are devices which have been used in the film industry to get profits on producing a picture taxed at capital-gains rates rather than at ordinary income tax rates. A firm is organized, produces a film, and then liquidates, distributing a share in the film's profits to each partner or stockholder.

Many other provisions affecting corporate reorganizations, pension and profit-sharing plans, employe stock options, "successor corporations," and similar items will probably affect one or another of the film industry firms. Best advice to firms with problems in these fields: get a good tax lawyer.

House Approves Tax Bill Report

WASHINGTON, July 28. — By a 315 to 77 vote, the House approved the conference report on the huge technical tax bill.

House approval came after the lawmakers defeated 227 to 169 a Democratic motion to send the bill back to conference to eliminate a proposed dividend tax credit. The Senate is expected to vote on the conference bill tomorrow or Friday.

General Precision Net Rises

(*Continued from page* 1)

profit for the second quarter of 1954 was equal to $1.86 per share on 749,509 shares of common stock, which was the average amount outstanding during the period. For the similar 1953 period the profit was equal to $1.21 per share on 649,087 shares of the company outstanding at the end of that period.

Net Sales and Profit Up

For the six months ended June 30 consolidated net sales were $54,305,196 for 1954 as compared with $41,102,567 for 1953 and consolidated net profit, after adjustment for minority interest, was $2,541,652 for 1954 compared with $1,469,066 for 1953. The net profit after dividends on preferred and preference stocks, was equivalent to $3.37 per share on 700,352 shares of common stock, the average number outstanding during the period. For the similar period of 1953 the profit reported was $2.22 per share on 649,087 shares outstanding at the end of that period.

Operating results of Link Aviation, Inc., are included in the above figures only from date of its acquisition by GPE April 30.

During the six months ended June 30, the number of outstanding shares of common stock increased due to acquisition of Link Aviation, Inc., a partial exchange of "retained shares" of the Kearfott Co., Inc., and the conversion of part of the $2.90 cumulative convertible preferred and preference stock. As a result of these transactions, common stock outstanding as of June 30, amounted to 794,231 shares, compared with 649,087 shares Jan. 1 .

In his report, Place stated that the management "feels that in view of the changes in the number of shares of common stock outstanding, and the fact that the earnings of Link Aviation, Inc., are included for only May and June, it is appropriate to state the profit per share for the second quarter and for the six months period on the basis of the average number of shares of common stock outstanding during those periods."

Near $7,000 for 'Waterfront' Bow

With a gross of $3,400 reported at 4:00 P.M., yesterday's opening of "On the Waterfront" at the Astor Theatre was reportedly the biggest non-holiday opening day in the history of the theatre.

It was expected that a final gross of close to $7,000 would be reached by the end of the day, insuring the new mark. SRO crowds were on hand since the Astor opened its doors yesterday, with overflows in the lobby and on the street in front of the theatre.

$3,066 for 'Susan'

PHILADELPHIA, July 28. — RKO's "Susan Slept Here" broke all preview-day records at the 1,000-seat Midtown Theatre here Tuesday with a gross of $3,066. The Technicolor comedy, starring Dick Powell and Debbie Reynolds, had its formal opening yesterday.

People

Sammy Fain and **Paul Francis Webster,** last year's Academy Award-winning songwriters, closed an option deal on "His Highness, the Bachelor," a comedy by Fred Sheevin for which they will write the score and then package independently for release by a major company.

□

William Richardson, president of Astor Pictures of Georgia, is back after a business trip to Tennessee. Also back in Atlanta after visiting his Miami branch, is **Ed Stevens,** president of Stevens Pictures.

□

Michael Kidd, who created the dances for "Seven Brides for Seven Brothers," has been signed to do the choreography for Samuel Goldwyn's forthcoming film version of "Guys and Dolls." Kidd created and staged the musical numbers for the Broadway original.

□

Robert ("Valley of the Kings") Pirosh has been signed by producer Frederick Brisson as director-writer of the Rosalind Russell Technicolor-VistaVision musical, "The Girl Rush," which RKO will release.

□

Rocky Marciano, world heavyweight champion, has been added to the Ralph Palma Benefit Revue slated for the Yale Bowl, New Haven, Aug. 3, for the benefit of the family of the New Haven police officer shot in the line of duty. **Harry F. Shaw,** division manager, Loew's Poli, New England Theatres, is entertainment chairman.

□

Danny Kaye, star of Paramount's "Knock on Wood," and **Melvin Frank** and **Norman Panama,** who wrote, directed and produced the comedy, have arrived in New York on a publicity campaign for the film that has just opened at 77 Loew's, Skouras, Randforce and Century theatres in the New York metropolitan area.

Technicolor Print Output Increases

As a result of about 25 per cent rise in release print manufacture Technicolor has added approximately 150 employees to its staff since July 1, it was announced by Dr. Herbert T. Kalmus, president and general manager.

Dr. Kalmus said that improving conditions at the box-office and an industry wide call for more prints has accounted for much of the heightened activity in Technicolor. He evidenced particular satisfaction that the increase being experienced by Technicolor was to a considerable extent due to its improved manufacturing techniques.

Dr. Kalmus said that the technical improvements so far realized by Technicolor are only a part of its current program and that Technicolor looks to continuing increase of its manufacturing volumes.

"Wheeee!! Our

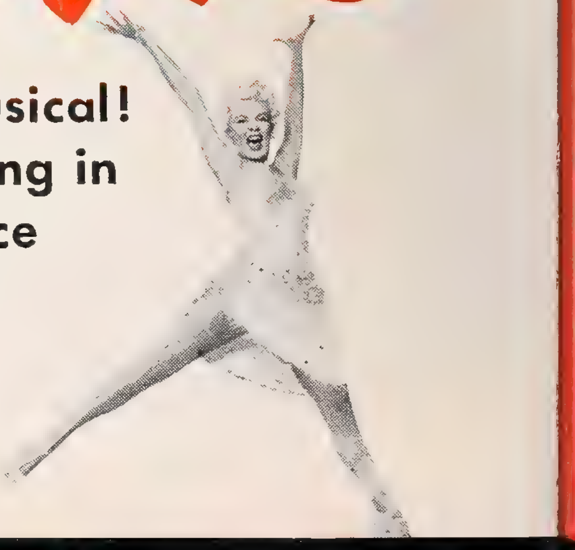
LIVING IT UP

grosses are bigger than "SHANE" all over the country!"

The greatest grosser yet from

DEAN MARTIN and JERRY LEWIS

— their first from a Broadway hit musical!
And it's got SHEREE NORTH, shaking in
all directions, in the same dance
that stopped the stage show!



LOOK AT THESE
"SHANE"-PLUS PERCENTAGES!

107% OVER "Shane" – at Olympia, **NEW BEDFORD**

47% OVER "Shane" – at State, **PORTLAND**

39% OVER "Shane" – at Palace, **ALBANY**

24% OVER "Shane" – at Stanley, **PHILADELPHIA***

*"Shane" played Mastbaum (more seats)

22% OVER "Shane" – at Paramount, **SPRINGFIELD**

14% OVER "Shane" – at Metropolitan, **BOSTON**

8% OVER "Shane" – at Boulevard Drive-in, **ALLENTOWN**

6% OVER "Shane" – at Lincoln, **TRENTON**

4% OVER "Shane" – at Embassy, **READING**

1% OVER "Shane" – at Paramount, **BUFFALO**

DOLLAR FOR DOLLAR with "Shane" at State, **HARRISBURG**

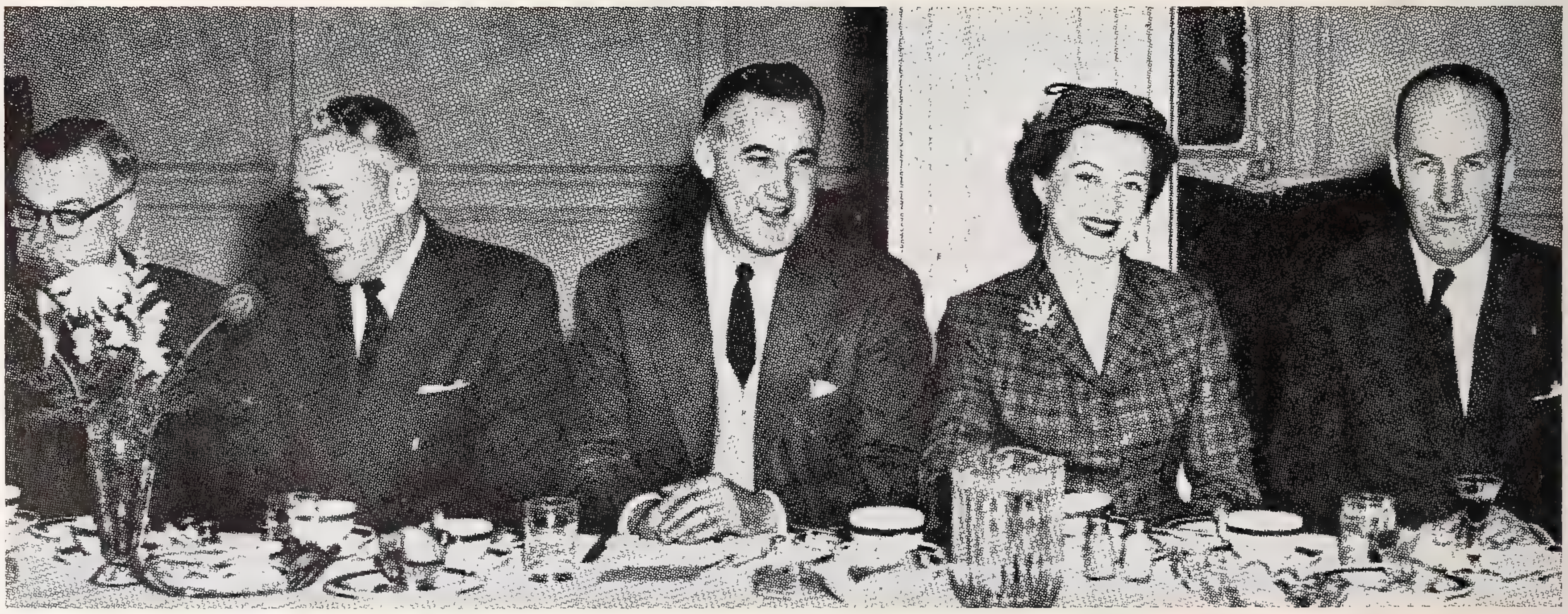
DOLLAR FOR DOLLAR with "Shane" at Colonial, **RICHMOND**

Date It Now From
PARAMOUNT

ALL THIS TOPPED BY SMASH FIRST 5 DAYS AT CRITERION, NEW YORK CITY!

"For writing, there's the Pulitzer prize; for acting, there's the Oscar; and for men in the motion picture exhibition field, there's the Quigley Award for showmanship"

Quoted in the house organ of Famous Players Canadian circuit of 208 theatres—from a speech by R. W. Bolstad, vice president and treasurer, at a company luncheon in honor of Charles Doctor, Quigley Award winner.



At the luncheon in Toronto honoring Charles Doctor, winner of the Quigley Award: James R. Nairn, Charles Doctor, Bob Eves, Mrs. Doctor, and R. W. Bolstad.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 76. NO. 21 NEW YORK, U.S.A., FRIDAY, JULY 30, 1954 TEN CENTS

Attorneys Say

NYC to Fight 5% Tax Case 'To the Hilt'

3 Pending Suits Against City Said to Be Reason

On the eve of serving an injunction order to the city calling for restraint of the "breakage provisions" of the New York City amusements tax, lawyers for the four circuits in the suit against the city yesterday predicted that the city will "fight the tax case as hard as it can."

The attorneys for the plaintiffs in the suit said that three pending suits in which New York City is currently involved, and which, they said, show indications of being lost by the city, would cost the defendants approxi-

(*Continued on page 6*)

Would Halt Rental Taxes in Germany

WASHINGTON, July 29.—American film companies would no longer pay income taxes to the German Government on their film rental earnings in Germany under a tax convention which the President submitted to the Senate today.

The convention, which must be ratified by the Senate, also would relieve German film companies of their obligations to pay U.S. income taxes on their rental earnings here.

Scene Changes; Now 'Too Many Films'

Independent exhibitors who were complaining about the dearth of product in May and June are now claiming that the distributors who, allegedly, held product back during those two months are scheduling too many pictures for July and August. One spokesman for a circuit of smaller town situations in this area said that the distributors' promises of an "orderly release system" have not been kept in view of the shortage two months ago and the virtual abundance of product now available.

On the other hand, a check-up reveals that approximately 140 features are slated for release between now and Dec. 31, compared with 168 for the same period last year.

Screenings Held

Story Line Injected into New 'Cinerama Holiday'

"Cinerama Holiday," produced by Louis de Rochemont, the second edition of the wide-screen process which is credited with having paved the way for the successive innovations in screen techniques, was presented this week in a series of special screenings at the Warner Theatre here between the matinee and evening performances of the original "This is Cinerama."

The new version is different from the original edition in that it has the semblance of a plot, a story line that justifies the domestic and foreign locales. Whereas "This is Cinerama" is a travelogue, "Cinerama Holiday" is a travelogue with a narrative that ties together the scenic shots. It follows the travels of two couples, American and Swiss, on a jaunt to places of panoramic beauty.

Swiss and U.S. Couple in Cast

This test showing, which was projected from a "rough working print," takes the two couples about Europe and the United States. In place of the now famous scenic railway ride, a bob-sled trip down a Swiss mountain is equally exciting. There are aerial shots of the Swiss Alps, a tour of Paris, a ride in a Navy jet plane which takes off and lands on a carrier, a New England county fair where the viewer is taken for a ride in a ferris wheel and a journey through the American west and southwest, including a visit to Las Vegas.

Editors Approve of COMPO's Ads

Only one of 31 editors and publishers who have so far replied to a COMPO questionnaire asking their opinion of COMPO ads now running in "Editor & Publisher" expressed disapproval.

Twenty-one of the 116 editors of large and small papers in all sections of the country to whom queries were sent last week replied they had read the advertisements and liked them. Seven replied they had not read them, one was non-committal and one card was a notice that a paper had ceased publication.

The survey covered at least two daily papers in every state of the Union. The replies were received from 26 states and the District of Columbia.

Although editors were not asked to sign their names or to give the reasons for their approval or disapproval, eleven of them not only signed their replies but expressed favorable comments on the subject matter of the

(*Continued on page 6*)

N.Y. Summer Festival Effect Doubtful

Although New York City department stores report good business as a result of the current "Summer Festival," theatres, both first run and subsequent, have not been able to pinpoint any conclusive proof that the campaign itself has attracted business.

Spokesmen for Broadway and neighborhood theatres say that the patronage so far this summer has been excellent but that it can not be determined whether the so-called festival has anything to do with it. Summer months have been boom periods, anyway, since air conditioning has become practically universal, whereas the best periods used to be in the cooler months.

Although there is no way to prove such a question on the effectiveness of the project, there appeared to be logical indications that Festival advertising has carved a favorable edge in motion picture business. Hotel managers and reservation clerks are consistent with railroad station representatives when they say that there is always lots of traffic in the summertime, but their general impression is that the influx is greater this year.

The Hotel Taft, right in the midtown area, reports that it does consistently good business but Monday is "enormous," because Vincent Lopez offers a special production in the hotel minus the 10 per cent Federal tax. This sort of thing lures the tourist, so it seems probable that picture houses get their share of business, hotel men say.

One thing is certain: Picture houses currently are doing standout business. Most of them have hits on their screens. As an example of current patronage, these figures are indicative:

The Radio City Music Hall, showing "Seven Brides for Seven Brothers," reports the greatest non-holiday first week in its history with a figure of $188,000. "Living It Up" at the Criterion piled up $59,000 in its

(*Continued on page 6*)

In an Added Bid

Report Odlum Seeks Hughes' Aircraft Co.

Meanwhile Deals for RKO Stock Continuing

Atlas Corp.'s negotiations with Howard Hughes are reported to include not only a bid for Hughes' interest in RKO Pictures but for the purchase of Hughes Aircraft Corp. of Culver City. Hughes Aircraft is a principal producer of electronic devices and has extensive government contracts.

Hughes and Floyd Odlum, Atlas president, two weeks ago were said to have been on the brink of consummating a deal whereby Hughes' holdings in RKO Pictures would be acquired by Atlas, but that differences developed over the appraisal of inventory. However, sources close to the situation are of the opinion that the differences may be ironed out and that, inasmuch as the parties were so close to a deal, the sale is likely to be finalized in the near future.

According to reliable sources, the

(*Continued on page 6*)

Technical Tax Bill Approved by Senate

WASHINGTON, July 29. — The Senate today approved the conference report on the technical tax relief bill, sending it to the White House. The President is expected to sign it. The measure went to the White House exactly as reported by the conference, including provisions for faster depreciation of new equipment, extended loss carryback, new partnership rules and other tax relief changes.

The bill also extends the 52 per cent corporate tax rate until next April 1.

Okays 'Sweeping' Trust Laws Study

WASHINGTON: July 29.—The Senate Rules Committee approved a resolution of Sen. McCarran (D., Nev.) authorizing the Senate Judiciary Committee to make a sweeping study of the anti-trust laws and recommendations for changing them. The resolution, which still must be approved by the Senate, directs that the study be completed by next Jan. 31.

Personal Mention

HAROLD J. MIRISCH, Allied Artists vice-president, has left Hollywood for New York. He will sail from here aboard the "United States" on Aug. 6 for England.

•

L. DARDEN, consultant on Technicolor, and D. SHARP, executive in the Douglas Fairbanks organization, have arrived in New York via B.O.A.C. Monarch.

•

EDWARD M. SAUNDERS, M-G-M assistant sales manager, has returned to New York from a vacation in New England and Canada.

•

SAM SPIEGEL, Columbia Pictures producer, will leave New York today for Venice.

•

HARRY BROWNING, home office executive of New England Theatres, has returned to Boston from Hartford.

•

ALBERT E. SINDLINGER, business analyst, has arrived in Hollywood from New York.

•

HORACE MCMAHON, featured in "Susan Slept Here," left here yesterday for Chicago.

•

STANLEY DONEN, M-G-M director, has arrived in New York from Hollywood.

•

HARRY ROSE, manager of the Loew's Poli Majestic Theatre, Bridgeport, Conn., has returned there with MRS. ROSE from Atlantic City.

•

JACK ELLIS, president of Ellis Films, is in Boston from New York.

Minerva Marks 25th Year, Release 7

Minerva Film of Rome, one of Italy's top distributors which is marking its 25th anniversary this month, has scheduled seven films for early 1954-1955 release as a start of its second-quarter of operation, Italian Films Export announced.

The Minerva releases are: "The Woman of Rome," "Days of Love," "The Great Hope," "An American in Rome," "The River Girl," "Toto' and Son" and "The Man Who Laughs."

AA Plans Big Drive For 'Yuman Jungle'

HOLLYWOOD, July 29.—A campaign patterned after that used for "Riot in Cell Block 11," and budgeted at $200,000, will be waged in behalf "Yuman Jungle" (formerly "Police Story"), Allied Artists' advertising-publicity director, John C. Flinn today disclosed.

Roxy Dividend 37½c

Roxy Theatre, Inc., yesterday declared a quarterly cash dividend of 37½ cents per share on the outstanding preferred stock, payable Sept. 1 to stockholders of record Aug. 16.

C'Scope Independent

W.R. Frank Foresees 100% Stereo Sound in Theatres

By LESTER DINOFF

All exhibitors will eventually equip for complete CinemaScope and four-track magnetic stereophonic sound, W. R. Frank, the first independent producer to be granted a franchise for the medium, stated here yesterday. Frank, a Minneapolis exhibitor turned producer, is in New York for conferences with United Artists sales and publicity executives for the release of his CinemaScope production, "Sitting Bull," which will have its world premiere in Rapid City, S. D., on Aug. 19.

Foreseeing the installation of full stereophonic sound equipment in all theatres, Frank stated that "my partner and myself are installing four-track magnetic sound in our 18 houses which are located throughout Minnesota."

Sees 'Big' Pictures Popular

The independent producer, who has been an exhibitor for 43 years, stated that "the people are going for CinemaScope films, and in small towns and suburban areas, they like 'big' pictures." A theatreman does not want the run-of-the-mill picture, any more, he said.

Frank said that "Sitting Bull" will be available to exhibitors with all forms of stereophonic sound and will eventually be available also for conventional screens. The Eastman color picture was filmed in Mexico on a budget of about $1,000,000, he said. "Many people who have seen a rough print have said that the CinemaScope lenses at times gave them a sort of 3-D impression," Frank asserted.

Hopes for 3.5 to 1 Aspect Ratio

If it was at all possible, Frank declared, it would be a tremendous thing if CinemaScope films could be shown in a 3.5 to 1 aspect ratio. The producer was enthusiastic in his praise of the wide-screen medium saying that "the public has whole-heartedly accepted CinemaScope."

"Some of the 125,000 feet which I filmed will also be used in my next production, 'Dull Knife,' which I am now working on," he said. Frank also stated that "Red Rock Canyon" will also be produced by his unit.

Cartoon Producers And IA Local Sign

HOLLYWOOD, July 29. — The Cartoon Producers Association and the IATSE Cartoonists Local 839 have reached an agreement on terms of a new four-year contract granting a five per cent wage increase and pension provisions.

Balcon Resigns from U.K.'s Group 111

LONDON, July 29.—Sir Michael Balcon, because of the pressure of other commitments, has resigned from the chairmanship of Group 111, Ltd. Balcon who held the position since the company's formation three years ago, notified the board in July 1953 of his wish to retire, but at its request agreed to remain until the end of June this year.

Group 111 was established and financed by the National Film Finance Corp., owing to the effect of 1949-50's production crisis in discouraging the entry and training of new creative talent in the industry. To date, the corporation has approved loans of £568,935 to Group 111. Advance outstanding is £441,029, of which no less than £164,500 stands as provision against loss.

The provision for loss is made against the first 17 films of "moderate budget." However, the Group was partly responsible for the production of "Conquest of Everest," a film that appears to be assured good profit. David Kingsley, managing director, will fill Balcon's vacancy for the present.

ABC Circuit Opens New Scottish House

ABERDEEN, SCOTLAND, July 29.—Associated British Cinemas' 1,900-Regal Cinema, the first new theatre to be opened in Great Britain in 15 years, was dedicated in a formal opening here to the tunes of kilted Scottish Highlanders bagpipes and drums as showmen throughout the country and notables in attendances viewed M-G-M's CinemaScope production, "Knights of the Round Table."

Prior to the start of the film, theatremen were heard to comment that "nothing is too good for the humblest customer." Actor Richard Todd said the theatre's opening was "a sign of a great industry's revival."

The ABC circuit's guests at the ceremonies proclaimed the CinemaScope vision and stereophonic sound as "unexcelled and heretofore not seen by theatre audiences even in London's West End."

AMPP Host to 204 Guests in 6 Months

HOLLYWOOD, July 29.—The International Committee of the Association of Motion Picture Producers today disclosed that 204 distinguished visitors, representing 32 countries, have been official guests of the Hollywood branch of the film industry during the first six months of 1954. Among them were Celal Bayer, president of Turkey; Emperor Haile Selassie of Ethiopia and Dr. Dag Hammarskjold, Secretary General of the United Nations.

Houston Drive-in Finds Way to Stop 'Trunk Crashers'

HOUSTON, July 29.—When Jack Farr, owner of the Trail Drive-in Theatre near here, got tired of catching "extra patrons" hidden in the trunk compartments of cars, he decided to do something about it. Farr had been bothered with the practice for some time, having only recently watched a registered nurse drive into his open air theatre, calmly open the trunk compartment when the car was parked and release three other registered nurses. It's been the custom to arrest the offenders who are given a fine of $11.

But that didn't stop the free-loaders. The other night three young fellows drove in and three of their pals crawled out of the trunk case a few minutes later. Farr gave them a choice of going to jail or coming out the next day and cleaning up the lot. And so on the hottest day of the year, the sextet labored for two hours picking up small stones and rocks. Farr thinks he has the situation licked—at least until cooler weather sets in.

864 N.Y.C. Theatres, Notes Film Directory

According to figures listed in the 1954 New York Directory of Motion Picture Theatres, houses located in the metropolitan area total 864. This figure includes 821 conventional theatres and 43 drive-ins.

New York City's five boroughs have 436 theatres and two drive-ins. The break down is as follows: Manhattan, 160; Brooklyn, 146; Bronx, 68; Queens, 79, and Staten Island, 10. The Bronx and Staten Island each have one drive-in.

Theatres in Long Island, outside of Queens, total 72, plus eight drive-ins, while there are 93 theatres and 14 drive-ins in the southern part of New York State, and northern New Jersey has 220 theatres and 19 drive-ins.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"SEVEN BRIDES FOR SEVEN BROTHERS"
in CINEMASCOPE starring
JANE POWELL - HOWARD KEEL
Color by ANSCO - An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

CLYDE BEATTY ★ MICKEY SPILLANE
RING OF FEAR
CINEMASCOPE AND WARNERCOLOR
A Wayne-Fellows Production
COOL PARAMOUNT
BROADWAY at 43rd ST.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Territories Report Healthy Business

Detroit Picture Bright, Local Managers Feel

By CHUCK THURSTON

DETROIT, July 29.—With theatre attendances growing bigger steadily, a bright picture is foreseen for the Detroit theatres. Exhibitors, press agents, newspaper business and screen writers, while optimistic as to what the future actually holds, see a fairly strong pattern beginning to develop as business is on the upswing.

After speaking with a number of local theatremen, and those in allied fields, what they have to say and what influences their opinions is this:

Dillon Krepps, first-run United Artists managing director: "Every exhibitor is happy with top product and unhappy with minor product. Business is better this year because the product is better than last year. There is a great shortage of AA product and if we had it business would be up regardless of summer weather." Krepps has broken house records in the last year and lately died with a pair of pictures that have been on local television for some time.

Harold Brown, head of United Detroit Theatres: "Attendance is consistently pulling up past last year's figures. The impact of television is leveling off and people are returning."

Alden Smith, Mutual Theatres, drive-ins: "Everything is just about the same as last year, no better, no worse."

Bill Green, Music Hall, "This Is Cinerama." "No figures at the moment but last week was better than before. The reason, aggressive advertising and out-of-town visitors." *Motion Picture Herald* recently devoted a full page to Green's "aggressive advertising."

Dan Lewis, Co-operative Theatres: Here the only gloom in the Detroit picture. The better second runs show increase in adults and decrease in children. Sample figures, adults up 7,000, kids down 3,100; adults up 8,000, children down 2,714. Getting into the smaller neighborhoods figures ran frighteningly high on the loss side. One showed a loss of 50,000 adults and 4,000 children. "The small neighborhood house is on the way out in the same manner as the neighborhood grocer. If it hadn't been for the tax reduction many of them would be closed now."

Lewis is just back from an eastern trip and says that the Detroit situation is about the same as in the East. The big drive-ins and the better theatres are doing well, if not better than last year.

Arthur Herzog, press agent: "Last year was a peak year. In 1952, the theatres drove a 'Take her out at least once a week' program. The result was that business increased to put Detroit in the top three in the country in '53. Compared to '52 and '51, business is very good. At least no one is talking suicide this year; parking is hurting the downtown business and making Detroit a Saturday night town. There is less product. Exhibitors are scratching and can't get all good stuff. A house without 'gimmicks' that has to depend on six square pictures a week is in bad trouble."

Helen Bower, "Free Press" screen writer: "I was talking to Sol Krim (Krim Theatre) and he says that a year ago everyone was worried about product. This year you don't hear that complaint. There seems to be plenty of product." Krim's Theatre is a semi-art with usually long runs, probably doesn't run two dozen films a year.

Consensus: Detroit's business index is down 15 per cent. Merging auto producers and seasonal changeovers returning to the scene have raised unemployment to the highest level in years. In the face of that, or perhaps because of that, attendance at last year's level, admittedly record high, would be good. With only one reporting business level and only one reporting it low, the picture is bright.

Last year's peak was made against a ten week stand of South Pacific. If there is any cloud on the horizon it is the poorly run or economically unsound house that has been swept along on the wave and will fall when put on a competitive basis.

More Holdovers

Columbus Area Enjoying Best Summer in 6 Years

COLUMBUS, July 29.—This summer has seen indications of the healthiest box-office returns in the Columbus area in the past six years. Holdovers are becoming standard practice and there is renewed interest in films, perhaps sparked by the new technical improvements such as wide screen, CinemaScope, stereophonic sound and auditorium speakers.

"Gone With The Wind" proved to be one of the biggest boxoffice attractions in the history of Loew's Ohio, while "The Moon Is Blue" ran over three months at the World. "Three Coins in the Fountain" did three and a half weeks at Loew's Broad and pictures like "Garden of Evil" and "Living It Up" registered two weeks.

The trend is to big pictures, with the ordinary films doing just fair business. Higher prices, such as those charged for most CinemaScope pictures and attractions like "Gone With The Wind," do not seem to deter audiences who want to see those pictures. Price is less of an object today than it has been for some time.

Drive-ins Also Gain

"Film business is on the upgrade," said one executive of a local circuit, which has both indoor and drive-in theatres. "The climb up is a gradual one and it may never reach the high peaks of the 1945-47 period but the technical improvements have created a want-to-see psychology." He added: "Television viewers are becoming more selective about their program-watching habits and they're more inclined to snap off the set and go to see a movie."

Elimination of the federal and city tax on lower admissions has enabled neighborhood houses particularly to spend more money on advertising and promotion and on physical upkeep.

This has been generally a good summer for drive-ins in the Columbus area. One circuit in particular has been spending more money on newspaper and other advertising than in any recent year. This circuit has instituted free-coffee-and-doughnuts midnight shows on Saturdays.

Neighborhoods' Fight Hard

Extended runs and the product shortage have hit some neighborhood situations, but these houses have countered by many revivals and by the installation of wide screens and, in a half-dozen cases, CinemaScope equipment. There have been no neighborhood closings in the past several months. The uneconomic small houses have been eliminated and those remaining are in a better position than for some months past.

Central Ohio Summer Takes Higher: Shea

Despite what is called an "economic lag" in Central Ohio, grosses in that area for the first half of the summer are reported higher as compared to the same period in 1953 in the houses of Shea Enterprises, according to Gerald Shea, president and general manager of the circuit.

Shea predicted "optimistic business, gross-wise," for the remainder of the year for his 45 theatres throughout Ohio, Pennsylvania, Massachusetts, New York and New Hampshire.

He said there is a "response to good pictures" which indicates continuing public interest despite the economic lag in Ohio. In his description of the Central Ohio business picture, Shea made reference to his first-run houses only.

Mentions Three Films

Featured first-run films in the industrial, agricultural and mining area, which are doing well at present, include "The High and the Mighty" and "Garden of Evil," both in CinemaScope; "Living It Up," in Technicolor and "Gone With The Wind," in Technicolor and wide screen.

Shea also mentioned good response to "The High and the Mighty" in his New England theatres. He called the lively summer business being done by the Shea circuit a "reawakening" which didn't occur until the last week in July of 1953. This summer, Shea added, the reawakening of patrons to good films occurred around the Fourth of July.

He summed up his thoughts on business by saying "if we get the pictures, and if we do our part in selling them, business will continue to be good."

Quality Key to Grosses, Say N.C. Exhibitors

By EMERY WISTER

CHARLOTTE, July 29.—Distributors' representatives and exhibitors in this territory report that "business is good when the picture is good." Recognizing the problems of production, the local theatremen are quick to point out that the grosses rise and fall with each attraction.

A manager of a leading theater here said that business was better only when a good film was the attraction. "Why should anyone walk out of his home to see a mediocre or fair picture when he can do as well by staying home and watch television," the showman stated.

Calls Product Vital

The business depends on the product, the theatre manager said. "There is no such thing as regular business anymore," he stated; "it rises and falls with each attraction." The manager was quick to add that a good picture today draws better than ever.

An official of one of the larger theatre circuits in the Carolinas said the problem of product is acute, for Hollywood cannot make all films as top box-office attractions. He was in accordance with the theatre manager that business is up when a good film is exhibited.

Cy Dillon, manager of the Republic exchange here, stated that "business has been good because of 'Johnny Guitar,' a film that has been doing good business for us."

Rise Following Mar. 15

Another exchange manager said business was improving steadily after months of below-normal conditions. Up to and shortly after the March 15 income tax deadline, business was slow, but since then, he said business has been on the upswing.

CinemaScope Strong In the Atlanta Area

ATLANTA, July 29. — Business conditions throughout the Atlanta area are somewhat better than in 1953, mainly due to CinemaScope and good pictures. The Fox Theatre, the largest house here, reports that CinemaScope films which have a two to three-week run, do tremendous business.

"The High and the Mighty," currently at the Fox, is doing "extra good business," it is reported. "Pinocchio," at the Rialto Theatre, did more business in its second run here, than the first run at the Fox.

The suburban theatres reported that business at this time is about 25 per cent above last year.

Theatre managers agree that good films make money and that small pictures are a thing of the past, even in drive-ins. The outdoor managers and operators report that they are enthusiastic over the business, which they believe will continue on the upgrade.

"MAGNIFICENT IS ROLLING UP GROSSES EVERY

CLEVELAND—Palace Theatre
Outgrosses "Glenn Miller" both first and second weeks!

CHICAGO—United Artists Theatre
Sets twenty-year house record!

ASHEVILLE—Plaza Theatre
Bigger than "Glenn Miller"

AKRON—Palace Theatre
Joins "Miller" as U-I biggest grosser!

SALT LAKE CITY—Uptown Theatre
Record opening . . . bigger than "Miller"

KANSAS CITY—Orpheum Theatre
Bigger than "Miller". . . U-I record in K.C.

ATLANTA—Grand Theatre
Joins "Miller" as U-I's all time high grossers in Atlanta!

YOUNGSTOWN—Warner Theatre
Sets all time U-I house record!

AURORA—Paramount Theatre
Bigger than "Glenn Miller"

OKLAHOMA CITY—Midwest Theatre
Neck-and-neck with "Glenn Miller"

OBSESSION"
"GLENN MILLER"
WHERE!

MICHIGAN CITY—Tivoli Theatre
Outgrossing "Glenn Miller"!

JOLIET—Rialto Theatre
Neck-and-neck with "Miller"!

...and
HOLDING OVER Everywhere!

Universal-International presents

JANE WYMAN
ROCK HUDSON
BARBARA RUSH

LLOYD C. DOUGLAS'

Magnificent Obsession

COLOR BY TECHNICOLOR

with AGNES MOOREHEAD • OTTO KRUGER • GREGG PALMER
Directed by Douglas Sirk • Screenplay by Robert Blees • Produced by Ross Hunter

Universal International

People

Casey Shawhan, city editor of the "Los Angeles Mirror," has been appointed director of press and publicity for the National Broadcasting Co. in Hollywood, it was announced here by **Syd Eiges,** vice-president for Press and Publicity.

◻

Harriet Parsons, producer of RKO's "Susan Slept Here," played host to a group of 50 celebrities last night during the presentation of the film at the Victoria Theatre here, prior to the picture's official opening today.

◻

J. E. Holston, Charlotte branch manager for 20th Century-Fox, has converted the screening room in his office for CinemaScope and stereophonic sound. The screen which he is installing is 14 feet wide in comparison to the present one of nine feet.

◻

Ira Uhr, former Hollywood actors' agent and talent scout for Columbia Pictures, has been signed by Screen Gems, Inc., television subsidiary of Columbia, as casting director. He replaces **Marvin Schnall,** who has resigned.

◻

Bertha Fried Rosen, secretary to **Sydney Braunberg,** M-G-M attorney, will leave today for Denver, where she will be a delegate to the convention for the Jewish National Home for Asthmatic Children. Following the conclave, she will vacation at Lake Tahoe, San Francisco, Yosemite and Las Vegas.

Summer Festival

(*Continued from page* 1)

first week. Its all time record was $63,000. The Mayfair's "Apache" is up to about $106,500 total at the third week's end. "The Caine Mutiny" is still going strong in its fifth week at the Capitol. "On the Waterfront" grossed close to $9,300 its first day at the Astor and "Susan Slept Here" at the Victoria climbed over $9,000 in its opener.

'Wind' Breaks Records

Re-issued "Gone With the Wind" broke all MGM records after seven weeks at Loew's State and continues at $19,000 in its eighth week. The Paramount grossed $183,000 with "The High and the Mighty" in the theatre's first four-week run since April, 1953. Its stage shows were dropped the following November. Its new picture, "Ring of Fear," is expected to gross $10,000 in its first two days.

COMPO Ads

(*Continued from page* 1)

ads and their method of presentation. The lone dissenter felt the ads were too long and that the industry's appeal should have been made to the public through newspaper advertisements.

Signers included editors of some of the largest and most widely circulated newspapers in the country. Their names are being kept confidential by COMPO.

Tax Fight

(*Continued from page* 1)

mately $14,000,000 in currently collectable revenues.

This, and the fact that the amusement tax case may have a direct bearing on the "breakage provisions" of the local three per cent sales tax, which, like the ticket levy, oversteps its taxing power in some instances, points to an increasing danger to the amount of revenue the city must collect in order to meet its record 1954 budget.

Three Suits Similar

The three law suits now being brought against the city involve gross receipts on taxes collected by the local municipality. Although not directly related to the amusement tax, the trio of suits have in common with each other the question of whether the city has the right to tax gross receipts of business firms which have offices here and operations in other parts of the country.

At the same time, the city's taxing laws have received severe criticism from the Citizens Budget Commission as well as other civic groups. The commission, loudest of the anti-administration critics, have repeatedly argued that the city probably could have avoided the amusement tax or substituted other more equitable levies.

Yesterday, attorneys for the exhibitors in the local suit prepared their injunction order, expecting to serve it to the city today. It is "common courtesy" practice to submit an order of this kind to an opponent in order to enable him to prepare a counter order.

According to law, a two-day delay is required from the time an order is served, until the time it is actually submitted to the courts. If served to the city by tomorrow, the plaintiffs' order should go before Supreme Court Justice Nicholas M. Pette early next week. The temporary injunction becomes effective as soon as he signs either the exhibitors' order or the city's counter-order.

Buchsbaum Truculent

Assistant Corporation Counsel Stanley Buchsbaum yesterday emphasized the city's determination to vigorously oppose the exhibitor suit. Facing serious revenue losses in other pending cases, Buchsbaum said there is "no question but that we will fight to the hilt the basic principles of this case."

Earlier this week, it was learned that lawyers for the plaintiffs' may agree to a stay to the temporary injunction pending final determination on appeal from an order. Yesterday motion picture attorneys admitted that there is some opposition to such a move within their ranks.

If they agree to a stay of the injunction, the tax would continue to be collected in its full amount. If not, exhibitors would then collect the tax only up to the five per cent limit set by state law.

The latter alternative, however, would expose them to serious financial loss should the trial of the issue, scheduled for Sept. 13, be lost, it was said.

City Could Lose 17% of Yield

If exhibitors decide to abandon the law's "breakage provisions," the difference in the amount now being collected and the amount adhering to the five per cent limit would cost the city 17 per cent of the estimated $16,700,000 annual tax yield expected from the amusement industry as a whole.

The lost revenue for the city would amount to approximately $2,800,000 a year, exhibitor lawyers point out. If local operators go along with the procedure of collecting the full tax, although in certain cases it exceeds the five per cent limit set by state law, they expect to hold the difference "in trust" pending the final decision in the suit.

'Lance' 2nd Biggest Roxy 'Scope Film

Twentieth Century-Fox's CinemaScope production, "Broken Lance," had grossed a high $3,250 at 4 p.m. on opening day yesterday with an estimated gross of $13,000 expected for the day, William McClair, managing director of the Broadway showcase, said yesterday.

The film is outpacing all other CinemaScope pictures of 20th-Fox with the exception of "The Robe," McClair said.

Weshner Represents UA's 'Suddenly'

David E. Weshner has been named producer's representative for United Artists' "Suddenly," a Robert Bassler production starring Frank Sinatra, UA announced yesterday.

"Suddenly," Bassler's first independent production after an 18-year association with 20th Century-Fox, was directed by Lewis Allen from an original screenplay by Richard Sale.

Still 'Alexander'

"Alexander The Great" has been set as the new title for Robert Rossen's forthcoming production for United Artists release. The film was formerly entitled "Alexander the Conqueror." The picture is scheduled to start production overseas in the fall, according to UA. Location sites under consideration include Italy, Greece and Iran. Rossen is now in New York for meetings with UA executives to finalize production plans.

Cheesman to New RCA Sales Post

CAMDEN, N. J., July 29.—William E. Cheesman has been appointed field sales representative for RCA theatre products in the Eastern and Northeastern regions, it was announced today by J. F. O'Brien, theatre equipment sales manager, Engineering Products Division, Radio Corporation of America. Cheesman succeeds Bernard Sholtz, one of the industry's pioneer field sales representatives, who has retired after serving RCA in the same territory for more than a quarter of a century.

Product manager for RCA theatre carpet and chairs for the last three years, Cheesman now assumes responsibility for sales of RCA theatre sound systems, projectors, speakers, screens, carpets, and chairs in the Eastern-Northeastern region. This area includes such major theatre centers as New York, Philadelphia, Washington, Boston, Pittsburgh and Buffalo.

News Roundup

Sunday Film Ban Upheld

The Lamberton, N. C., City Council, which called for a referendum on the question of lifting the ban on Sunday motion pictures, reported that as a result of the public opinion poll, the ban will continue. Results of the voting show that 679 were in favor of continuance with 678 against.

■

Macy's In Film Tie-up

R. H. Macy's ran its first tie-up ad for a motion picture in six months when the department store devoted a full-page to RKO's "Susan Slept Here."

■

'Egyptian' Campaign Starts

Posting of more than 3,500 billboards in 51 cities for 20th Century-Fox's "The Egyptian" will commence across the U.S. starting at the weekend. This is said to be the largest campaign of its kind in company history.

■

M-G-M to Film 'Ben Hur'

"Ben Hur" as a brand new production has been given a Spring, 1955, starting date, according to an announcement by Dore Schary, M-G-M studio production head, following discussion with Nicholas M. Schenck, president of Loew's Inc.

■

'Boats' Author to Tour

Universal Pictures and Little Brown and Co., publishers of "Away All Boats," have joined in a promotional venture in the joint sponsorship of a three-week, coast-to-coast tour of Kenneth Dodson, author of the novel, which Universal has purchased.

Odlum

(*Continued from page* 1)

Hughes-Odlum parleys have involved the acquisition of Hughes' interest in both RKO Radio, the operating company, and RKO Pictures, the holding company.

Odlum is due back in New York next week from his conferences with Hughes on the Coast. His return here gave rise to some conflicting opinions, some asserting that it meant that the projected deal had bogged down again, while others believed that Odlum was returning East to wind up final details.

'Susan' Opens Well In 18 Houses: RKO

RKO's "Susan Slept Here," opened in 18 theatres this week in Buffalo, Syracuse, Rochester, Los Angeles and Richmond, it was announced yesterday by Charles Boasberg, general sales manager.

The Century Theatre in Buffalo grossed $2,825 on opening day to outdistance any previous RKO feature, including those shown at advanced prices, it was said. In Syracuse, Keith's drew an excellent $1,746, according to Boasberg.

"Bless Your Beautiful Hides!"

(That's one of the hit songs from the picture)

BIGGEST 1st WEEK GROSS EVER (21½ years, that is.) AT MUSIC HALL!

Of course we're talking about the M-G-M hit that's the Talk of the Industry!

"SEVEN BRIDES"!

BLESS ALL YOUR BEAUTIFUL HIDES:

M-G-M presents in CINEMASCOPE *"SEVEN BRIDES FOR SEVEN BROTHERS" starring JANE POWELL • HOWARD KEEL with Jeff Richards • Russ Tamblyn • Tommy Rall • Screen Play by Albert Hackett & Frances Goodrich and Dorothy Kingsley Based on the Story "The Sobbin' Women" by Stephen Vincent Benet • Lyrics by Johnny Mercer • Music by Gene de Paul Choreography by Michael Kidd • Color by Ansco • Directed by Stanley Donen • Produced by Jack Cummings*

★

Next Music Hall Sensation: M-G-M's "BRIGADOON"!

THE Broken RECORDS HAVE STARTED*

20th Century-Fox
presents

SPENCER TRACY

IN

Broken Lance

COLOR by DE LUXE

co-starring

ROBERT WAGNER · JEAN PETERS
RICHARD WIDMARK · KATY JURADO
with Hugh O'Brian • Eduard Franz

roduced by SOL. C. SIEGEL Directed by EDWARD DMYTRYK
Screen Play by RICHARD MURPHY

The first motion picture photographed with the newly perfected Anamorphic camera lenses in

CINEMASCOPE

PLAY IT IN GENUINE 4-TRACK MAGNETIC STEREOPHONIC SOUND

*Smash Opening at Roxy, N. Y.!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 76. NO. 22 NEW YORK, U.S.A., MONDAY, AUGUST 2, 1954 TEN CENTS

Threaten Suit

NCA May Take Print Shortage To the Courts

Group Claims Dearth Is Artificial Situation

MINNEAPOLIS, Aug. 1.—Stanley Kane, executive counsel of North Central Allied, has been instructed by the NCA to explore the possibility of taking legal steps to force delivery of prints on time in accordance with their respective clearance dates. At a membership meeting, the print shortage situation was claimed to be setting up a new and illegal system of runs and clearances.

The NCA also discussed a demand by the projectionists' union for additional pay when programs call for both CinemaScope and conventional pictures.

According to Kane, his office has been deluged with complaints from exhibitors, both urban and outstate, that they are unable to get product on schedule because the film distributors claim there are insufficient prints

(*Continued on page* 4)

Seek Basis for New Mexican Wage Scale

MEXICO CITY, Aug. 1.—Following a six-day strike of theatre and exchange employes here, the Labor Ministry at the weekend sought to establish the basis for a wage scale that would terminate the walkout permanently.

The union had asked for an increase of 35 per cent.

It was estimated that the strike had cost the distributors and theatres approximately $500,000, with the exhibitors being the heaviest losers. Salaries continued during the strike.

Theatres reopened on Thursday to slow business, but attendance picked up at the weekend.

Autry-Rogers Rep. Case to High Court

HOLLYWOOD, Aug. 1.—Spokesmen for Gene Autry and Roy Rogers confirmed reports that their principals, who sued Republic Pictures in connection with latter's right to sell for television old pictures in which they appeared, intend to petition the Supreme Court to hear an appeal from the verdicts returned in their respective cases.

NYC Theatres Serve Injunction Order

Attorneys for four New York City circuits served a proposed injunction order on Friday to Stanley Buchsbaum, assistant corporation counsel, which would enjoin the city from collecting the fractional part of one cent as imposed by the five per cent amusement tax and further would enjoin the city from attempting to collect a tax that would equal more than five per cent. The order is returnable in Queens Supreme Court on Wednesday.

The amount of the bond which each of the plaintiffs will post will be determined by Supreme Court Justice Nicholas Pette on Wednesday. It is reported that the city wants the circuits to post a large bond, while the circuits will advocate a moderate one.

It was reported at the weekend that Buchsbaum may get a stay of the injunction by appealing to a justice in Brooklyn. He claims that under Section 571 of the Civil Practices Act, the filing of a notice of appeal automatically stays a temporary injunction. The circuit-plaintiffs claim that such a move does not have that effect.

Films a Year-Round Business: Compo Ad

The 23rd in the series of COMPO ads which appeared in "Editor & Publisher" on Saturday, stresses the change in show business tradition which has made pictures an all-year-round business.

"There is no holding back of the 'big ones' awaiting the resurgent Fall season," the ad says, pointing out that schedules of the major producers indicate that some of the most important and costly motion pictures ever to emanate from Hollywood are being shown in the theatres this Summer.

The ad quotes the Bureau of Advertising: "You can find 94% of the people at home any time during June, July and August—and they're still spending at a fast rate."

In explaining the reasons for the ending of the summer slump, the ad says air conditioning is one factor because "today the cool comfort of the movie house is increasingly the

(*Continued on page* 5)

Industry Aid to USIA Is Praised by Smith

WASHINGTON, Aug. 1.—The recent willingness of American film companies to distribute U. S. Government propaganda films into regular commercial theatres has given the U. S. Information Agency's film division access to a new overseas audience of 200,000,000 people weekly, division chief Andrew W. Smith, Jr., declared.

In a statement commemorating USIA's first anniversary, Smith pointed out that previously the agency's films had been shown only through non-commercial outlets such as mobile field units, information agency centers, and the like. USIA officials said there was very little overlap between these non-commercial audiences and the audiences in the commercial theatres, and that therefore the showing of USIA films in the commercial theatres represented a tremendous gain for the program.

During the last year, Smith said,

(*Continued on page* 5)

"Sabrina"

[*Paramount*]

IN addition to an appealing story based on a Broadway stage success, exhibitors have plenty to sell in this Billy Wilder production. Three Academy Award winners in one picture should spell box-office and this film has them—Audrey Hepburn, William Holden and Humphrey Bogart, each turning in a sterling performance. And Wilder, himself, owns an Oscar. An intelligent script, believable dialogue, good comedy situations and striking backgrounds caught by Charles Lang's camera all add up to the kind of film fare on which exhibitors can cash in. It's in black and white, too.

"Sabrina" is a Cinderella-type of story, a format which usually has a certain fascination for all ages. Miss Hepburn, who lives up to her past performances, portrays the daughter of the chauffeur for a wealthy Long Island family, high in social circles. Her romantic entanglements with the sons of the family—Bogart and Holden—provide the love interest. When Holden becomes too interested in her to please his brother,

(*Continued on page* 5)

Feels 'Bullish'

96 Films from UA From Sept. To Sept., 1956

Krim Estimates a Gross Of $90,000,000 on Group

United Artists plans to release 96 pictures between September, 1954, and September, 1956, with an estimated return gross of $90,000,000 for the 1954 and 1955 fiscal years combined, Arthur Krim, president of U-A, stated at a progress report conference Friday held in view of vice-president Max Youngstein's return from an exploitation trip in Europe.

Krim called this fall a turning point in UA history, with the release of "The Barefoot Contessa." The company will release 48 pictures between September, 1954, and September, 1955, four per month. He said that a minimum of one "blockbuster" a month will be released. A "blockbuster" was defined as a film that makes at least $2,000,000 in the U.S. and Canada.

He added that UA has climbed steadily since the new management took over three years ago. The first

(*Continued on page* 4)

Company Dividends Rise in Half Year

WASHINGTON, Aug. 1.—Publicly reported cash dividends by motion picture companies during the first six months of 1954 were better than five per cent ahead of last year, the Commerce Department reported.

It put first half 1954 dividends at $11,717,000 compared to $11,108,000 in the like 1953 period.

Dividends for June were put at $3,482,000, compared with $3,932,000 in June last year.

Industry Past 8-Year Doldrums: Sindlinger

HOLLYWOOD, Aug. 1. — "The theatre business has met and passed its low point for the eight-year period," MOTION PICTURE DAILY was informed here by Al Sindlinger, president of Sindlinger & Co., business analysts.

Sindlinger, who will leave tomorrow on a continuing tour of geographically selected sampling points, has dispatched to the Council of Motion Picture Organizations his report on the effects of tax relief, which he compiled in April.

Personal Mention

DARRYL F. ZANUCK, vice-president of 20th Century-Fox in charge of production, arrived in New York from Hollywood on Saturday and left here shortly thereafter by plane for Europe.

•

WALTER BRANSON, RKO Radio general manager in charge of foreign distribution, and EDWARD L. WALTON, executive assistant to president J. R. Grainger, will leave here by plane tomorrow for the Coast.

•

H. R. DE JONGE, general manager of Gaumont British Kalee Corp., and D. ROBINSON, chief technical adviser, arrived here Saturday from London via B.O.A.C. Monarch.

•

VICTOR J. HOARE, vice-president of Selznick Releasing Organization in charge of foreign sales, has arrived in New York from London.

•

CHARLEY FRANKE, Paramount trade paper contact, has left New York for a vacation in the Pocono Mountains.

•

ROBERT ROSSEN, producer, left New York Friday by B.O.A.C for Europe.

•

JOANNE DRU is scheduled to arrive in New York today from Hollywood.

•

RICHARD BURTON will arrive in New York by plane today from London.

Rossen's 'Alexander' In 'Scope or VV

Producer-director Robert Rossen's "Alexander the Great" will be filmed for either CinemaScope or VistaVision exhibition, Rossen said here on the weekend. Rossen, who flew to Rome following a trade press conference, said that shooting on "Alexander" would start in November at locales in Spain, Greece and Iran.

Here for talks with Arthur Krim, president of United Artists, which will distribute the picture, Rossen said Spain was becoming an important production center and that the country was welcoming American producers.

Chicago Celebrates Year of Cinerama

CHICAGO, Aug. 1.—The Palace Theatre's lobby rang with high praise for "This Is Cinerama" as city officials, civic and business leaders and white-suited Waves sat down to a Cinerama birthday luncheon in the lobby.

"This Is Cinerama" marked its first year of continuous exhibition at the Palace where it has played to more than 1,000,000 persons and has grossed over $2,000,000 in the year.

This is an all-time box-office record for Chicago.

The lobby luncheon was the climax of a week-long celebration.

Maco Ad Boasts August "Greatest Movie Month"

MINNEAPOLIS, Aug. 1.—Minnesota Amusement's executives took a second look at the list of August film releases and then drew up a four column 15-inch ad which calls the next 31 days "the greatest movie month in all history!"

Bannered "August Hit Wave of New Wonder Movies," the layout carries illustrated block ads for six top features scheduled to go into general release. They are Columbia's "Caine Mutiny," Paramount's, "Living It Up," MGM's "Seven Brides for Seven Brothers," U-I's "Magnificent Obsession," 20th-Fox's "Garden of Evil," and Warners' "The High and the Mighty." Three of the six are in CinemaScope.

Running first in the St. Paul papers, the ad will be used in the dailies in each of Maco's key situations.

One Maco official, commenting on the ad, said: "We aren't kidding either. Did you ever see a product line-up as strong as this one?"

Bolivia Adopts Film Import Controls

WASHINGTON, Aug. 1. — The government of Bolivia put into effect on July 1 controls over film imports designed to "assure cultural and artistic quality," according to Commerce Department film chief Nathan D. Golden.

Golden said each distributor must now submit a list of films which he wants to import, giving title, producer, stars, date of release in the country of origin and the reviews of the film by U.S. and Argentine trade papers. The government's information bureau will select its films from the list and allocate foreign exchange for the films chosen.

Bolivia has also acted to spur construction of new theatres by waiving all import taxes on construction materials, supplies and equipment for new theatres, Golden reported. He added that the government plans other incentives for the construction of new theatres, also. There are now 82 theatres in the country showing 35 mm. films, and about 80 per cent of all films come from the United States.

FBI Label on Films May Need Gov't OK

WASHINGTON, Aug. 1. — The House Judiciary Committee on Friday approved a bill to prevent motion picture companies, television producers and other commercial enterprises from implying that the Federal Bureau of Investigation endorsed their product when, actually, it had not.

The bill says it will be illegal to use the name of the Federal Bureau of Investigation or its initials, FBI, in any way to convey FBI endorsement or support of an enterprise unless there is a written letter to that effect from the FBI head, J. Edgar Hoover.

Wisc. Variety Club Outing Sept. 13

MILWAUKEE, Aug. 1.—Variety of Wisconsin's annual stage outing and golf tournament will be held on Sept. 13 at the Brynwood Country Club.

Golf, cards, contests and other planned events will contribute to a day of fun, the committee said.

Copyright Action Prospects Brighter

WASHINGTON, Aug. 1—Prospects have suddenly grown much brighter for possible action before Congress quits on implementing the proposed International Copyright convention.

The Senate has already ratified the Copyright Convention, but this is meaningless until Congress enacts legislation to remove certain restrictions on the U.S. copyright protection given authors of other countries. This implementing legislation has been bitterly opposed by the printing trade unions, and it was believed that the bill was dead for the year.

But the Senate Judiciary Committee approved the bill in mid-July, and on Friday the House Judiciary Committee also approved. The question now is whether House and Senate will have time to pass the bills before Congress quits.

The convention, if implemented, would give U.S. films, books and other artistic works more certain copyright protection abroad.

Boston Papers Laud 'Duel' and 'GWTW'

BOSTON, Aug. 1.—"Big Selznick Pictures Act Like New Films."

Developing this theme, the "Boston Traveler," in a two-column box, has called attention to the heavy business being done by two of Selznick's reissued films: "Duel in the Sun" and "Gone with the Wind." Both films are currently playing here, "Duel" in two situations.

The continued popularity of "Duel" was also the subject of a news story in the "Boston Herald" and in Peggy Doyle's department of the "Evening American."

Levy Added to IFE Sales Organization

Arthur H. Levy will join I.F.E. Releasing Corp. as sales representative for the exchange areas of Washington and Philadelphia today, Bernard Jacon, vice-president in charge of sales, announced.

Levy, who replaces Mike Seigel, has 23 years of sales and branch managerial experience with Columbia, Eagle-Lion and United Artists.

Tex. Drive-in Assn. to Meet August 22-24

SAN ANTONIO, Aug. 1.—Industry executives are scheduled to address the convention of the Texas Drive-in Theatre Owners Association here Aug. 22-24. Among the speakers slated to speak are Charles Einfeld, vice-president of 20th Century-Fox; R. J. O'Donnell, vice-president and general manager of Texas Interstate; William McCraw, executive director of Variety Clubs International; William Foreman, vice-president of Pacific Drive-in Theatres; Red Slocum, specialist on concessions and snack bar operations, and Dr. Frank Tiller, head of the Lamar Research Center, who will report on his 10-month study of drive-in operations.

Landsman Is Chairman

The Texas association will be host to a group representing the International Drive-in Theatre Owners Association, of which Claude Ezell is president. Arthur Landsman of San Antonio is general chairman of the convention and his committee consists of Al Reynolds, Tim Ferguson, Eddie Joseph, Gene Muller, S. K. Barry, Dan Goodwin, Eph Charninsky, Charles Albert and Tom Summers.

Set Jane Russell's First UA Film

"Gentlemen Marry Brunettes," said to be a multi-million-dollar musical comedy, will be Jane Russell's first starring film for United Artists release, it was announced by Arthur B. Krim, president of U.A.

The musical will co-star Jeanne Crain and will be produced in CinemaScope.

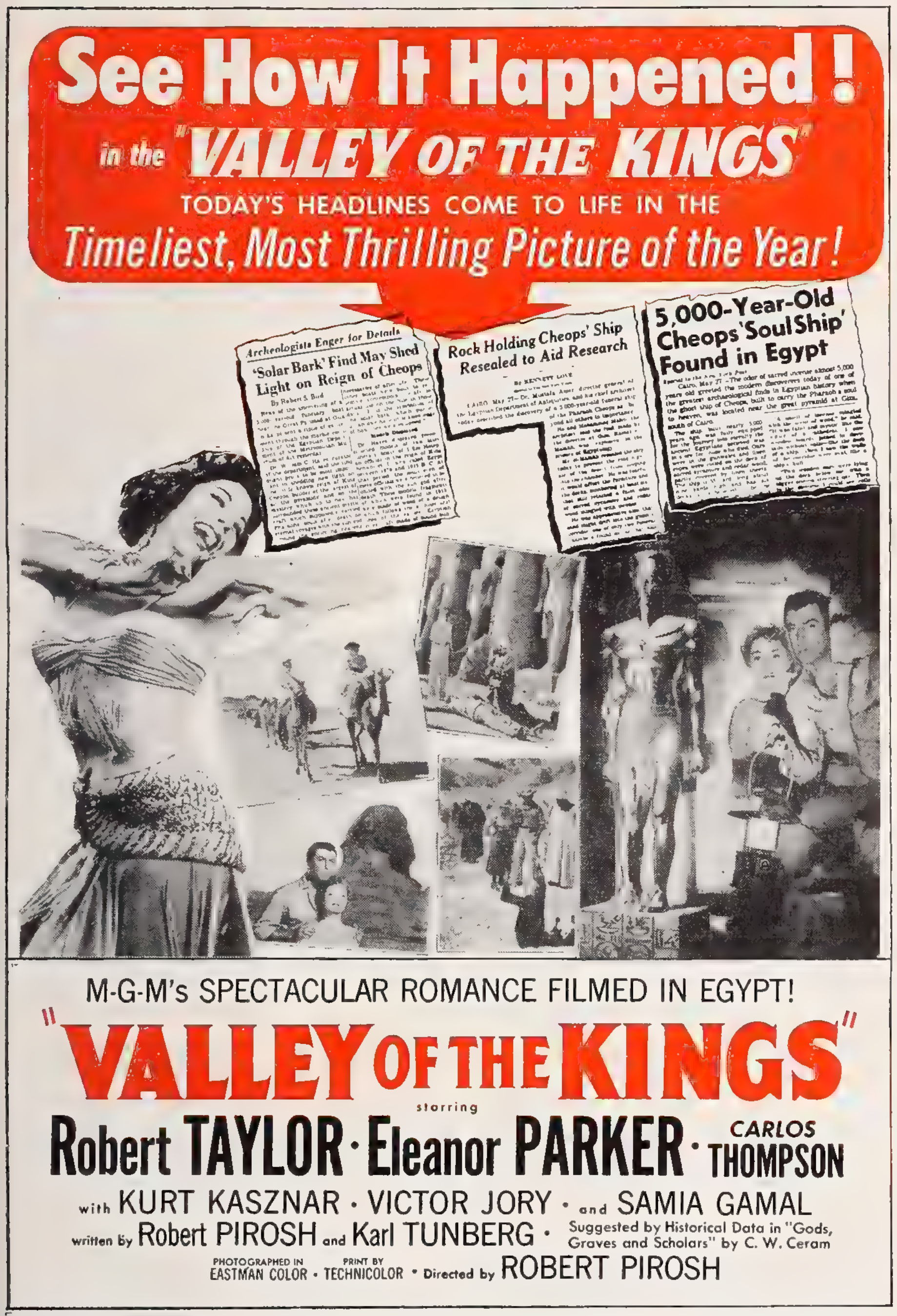
Featuring a score comprised of hit songs by George and Ira Gershwin and Richard Rodgers and Lorenz Hart, "Gentlemen Marry Brunettes" will be filmed on location in London, Paris and Monte Carlo.

7 DAYS IN
HAWAII
$469
(from New York), including round-trip transportation and hotel accommodations
Fly United DC-6 air tourist service all the way, with stopover on the West Coast, if you like. Only United features 2-abreast seating and wide center aisles on all planes.
UNITED AIR LINES
Fare plus tax.
COMPARE THE FARE AND YOU'LL GO BY AIR

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

ROCHESTER SINGS FOR "VALLEY OF THE KINGS"!

M-G-M's Test Engagement Terrific! Picture Off To Flying Start in New York and Everywhere! You Can Duplicate This Campaign Locally!



See How It Happened!

in the "VALLEY OF THE KINGS"

TODAY'S HEADLINES COME TO LIFE IN THE

Timeliest, Most Thrilling Picture of the Year!

Archeologists Eager for Details

'Solar Bark' Find May Shed Light on Reign of Cheops

Rock Holding Cheops' Ship Resealed to Aid Research

5,000-Year-Old Cheops 'Soul Ship' Found in Egypt

M-G-M's SPECTACULAR ROMANCE FILMED IN EGYPT!

"VALLEY OF THE KINGS"

starring

Robert TAYLOR · Eleanor PARKER · CARLOS THOMPSON

with KURT KASZNAR · VICTOR JORY · and SAMIA GAMAL

written by Robert PIROSH and Karl TUNBERG · Suggested by Historical Data in "Gods, Graves and Scholars" by C. W. Ceram

PHOTOGRAPHED IN EASTMAN COLOR · PRINT BY TECHNICOLOR · Directed by ROBERT PIROSH

ABOVE: *Special 1-sheet capitalizing on headlines of Cheops discoveries.*

THE BUSINESS!

M-G-M gave it the business, and Loew's Rochester Theatre reaped the business in return. This test engagement has proved beyond doubt that in "VALLEY OF THE KINGS" showmen have a solid, up-to-the-minute attraction with a wealth of promotion angles.

FUNDAMENTALS

The fundamentals of local penetration were thoroughly covered:

Posting: 800 cards attached to poles in mainstreets downtown and suburban. 200 special 1-sheets planted in store windows, on buildings, at bus and railroad stations. (Shown above.) 100 pictorial posters on special 1-sheet boards city-wide. 75 regular pictorial 3-sheets posted in key locations. 4 beautiful pictorial 24-sheets in downtown spots. 125 de luxe window display cards placed in better stores. 50 cards (22 x 28 size) tacked on newsstands downtown.

Special Marquee: Transparencies, flags and bunting around marquee highlighted with strings of lights from top of theatre in canopy fashion. Floodlights and special moving lighting effects for "Hollywood Opening Night" ballyhoo

Lobby: Big 40 x 60's around the theatre with newspaper stories of the Cheops discoveries tieing in with picture. Tell-A-Story display in prominent lobby spot illustrated with 8 x 10 color photos and slides. Ushers wore ribbon arm bands.

Trailers: Teasers was used three weeks in advance followed by regular trailer for two weeks ahead of opening.

RADIO AND TV

Supplementing M-G-M's regular radio spots, there were three contests, plus the Eleanor Parker interview record. Saturation TV campaign over a three-day period prior to opening. Dr. Carl Hersey, local authority on Egyptian culture interviewed on TV; other TV interviews with Curator of Rochester Museum regarding the significance of the Cheops discoveries; visit of a girl in Egyptian costume to programs with perfume tie-up and invitation.

STREET STUNTS

Poles with 30 x 40 cards attached were stuck in the ground at excavation with copy: "Danger! Men at work! Looking for the Tomb in 'Valley of the Kings'." Also, sidewalk stencils with copy: "Straight Ahead for 'Valley of the Kings'."

TREASURE HUNT

Thousands of bathers at local beach searched for hidden envelopes containing certificates redeemable for prizes in tie-up with local store chain. Widely publicized through the stores, the newspapers and radio.

LIBRARIES

City-wide tie-up with libraries was exploited with 18 Branches posting material and photos on their bulletin boards.

HYPNOTISM IN WINDOW

In the window of a leading downtown store, a girl dressed in Egyptian costume was placed in a state of hypnosis with contest: "GUESS WHAT TIME SHE WILL AWAKE?" Unusual publicity and word-of-mouth.

NEWSPAPERS

Advertising: Underline 20 days in advance of opening. Large scale teaser campaign followed by big display series.

Publicity: Overseas telephone conversation between local columnist and Cairo was just one of many press breaks, interviews, feature placements, contests.

WINDOW TIE-UPS

Countless window flashes: Robert Taylor photos in men's shops: Eleanor Parker coiffure photos in department stores and beauty shops; travel shops, photography stores featuring scenes of Egyptian backgrounds; jewelry stores.

(Choice of Sound: Perspecta Stereophonic or Optical 1-Channel.)

96 from UA

(Continued from page 1)

year's gross was $18,000,000, the second, $29,000,000, the third, $37,000,000, this year, $40,000,000, and an expected $50,000,000 for next year.

Krim said that he is looking forward to more blockbuster deals of the $2,000,000 category in 1956. Such deals are under way with Robert Rossen, Hecht-Lancaster, Stanley Kramer, Joseph Mankiewicz and Jane Russell's company.

Sees Trend to 'Big' Films

"We feel extremely bullish about the motion picture industry, and we want to demonstrate this bullishness with costlier pictures. The trend is toward 'big' pictures," he added. At a total cost of $8,000,000, four pictures will go into production within the next eight weeks. They are "Gentlemen Marry Brunettes," "Gabriel Horn," in CinemaScope; "Not as a Stranger," and "Night of the Hunter."

All pictures are financed partly or in full by UA, he said.

The organization is backed by the Bankers Trust, Heller & Co., the Chemical Bank, the Bank of America, and Lloyd's Ltd. of England, Krim said.

On the subject of UA advertising and exploitation of pictures here and abroad, Max Youngstein said that there isn't a place in Germany, Italy, France, Belgium and Spain that has not been improved in this respect. He said that still-shot publicity is becoming more popular all the time. Still shots of each scene in a particular script are followed for this type of campaign. "Apache" and "The Barefoot Contessa" have undergone this treatment, he said. So has "Summertime" (formerly, "The Time of the Cuckoo"), starring Katharine Hepburn.

Saw 'Romeo and Juliet'

Youngstein said that while in Europe he saw the forthcoming UA release, "Romeo and Juliet," filmed in Technicolor in Verona. He feels that it is on a par with "Henry V," "Hamlet" and "The Red Shoes."

Krim said that within a few weeks he will be talking with Robert Goldstein to discuss the 10-picture deal Leonard Goldstein made with UA shortly before he died. Two of the pictures have been made so far. They are: "Stranger on Horseback" and "Black Tuesday."

Conn. MPTO's Golf Tournament Aug. 24

The annual golf tournament and dinner of the Motion Picture Theatre Owners of Connecticut will be held at the Pacebrook Country Club at Orange, Conn. on Aug. 24.

Co-chairman of the exhibitors' committee will be George H. Wilkinson of Wallingford and Albert M. Pickus of Stratford, who are being assisted by Harry F. Shaw, division manager of the Loew Poli N.E. Theatres; James Bracken of the Stanley Fabian theatres; James Darby, manager of the Paramount, New Haven; Ted Jacocks of Branford and Max Hoffman of New Haven.

The distributors' committee co-chairmen are Henry Germaine, branch manager of Paramount, and John Pavone, branch manager of Allied Artists. Publicity is being handled by Louis A. Brown of the Loew Poli N.E. Theatres.

Drive-ins Thriving

Albany Area Sees Bright Fall-Winter Prospects

ALBANY, Aug. 1.—The business picture in the Albany exchange district is the brightest at present for drive-ins, of which there are approximately 55. It is also sharper, by a small margin, than a year ago, for a number of first-run conventional theatres. The situation is less encouraging for subsequent-run houses, and decidedly unpromising for neighborhood spots.

Since the territory includes many small and old theatres, the over-all outlook would not be too rosy, except for the phenomenal growth of drive-ins. This type of theatre provides substantial revenue for distributors in the exchange area.

Feel TV Interest Is Declining

Prospects for fall and winter are good, in the opinion of numerous industry men questioned. They based their opinion on "strong product, CinemaScope, plus other new systems, and a decline of public interest in television." Jack Goldberg, Metro manager, summarized the situation for the distributors: "Summer business is great, because of fine product. Fall and winter patronage will be terrific, again because of sterling pictures."

Some of the small-situation exhibitors expressed a more pessimistic attitude. One well-informed source in this group said: "A product shortage exists for small theatres. CinemaScope is not the answer for them. On top of the hike in percentages for CinemaScopes, there are installation costs. The small houses do not gross enough to offset these additional charges. Perhaps patrons will like CinemaScope pictures to a greater degree than they do conventional releases, but you can't prove this with profit and loss figures. The elements that go into liking are intangible."

Neighborhoods Hard Hit

It is no secret that numerous neighborhood theatres have fallen on evil days. "They look to be dying" is the comment frequently heard in area industry circles. Whether they can be revived is a subject of debate and difference in opinion.

Many observers take the negative view, believing the old "neighborhoods" are relics of the past. A few take the positive viewpoint; opine that "with a different break" and heroic measures, such houses might be salvaged.

One disadvantage under which they operate, and certain others which are termed in the trade as "shooting galleries," is not a problem confined to this group. There are quite a few first-run theatres in the territory, say observers, which should be extensively refurbished. They need not only modernizing but an expansion of personnel. Larger-house understaffing, held to be far too common, is probably hurting business. Surely, it is causing patron complaints. Tied into the drawback of skimpy crews, especially ushers, is the difficult task of handling juvenile misbehavior and vandalism.

Stability in admission charges would be another boon, reported some informants. They asserted there has been too wide a fluctuation during the past two years. Many customers have complained, certain of them forcefully, even bitterly. Couples with several children claim scales are getting beyond them, making family visits to the theatre less frequent and less likely.

A leading independent exhibitor remarked:

"With the exception of 'The Robe,' no CinemaScope picture has been worth, or should have been played, at other than regular prices. I might concede that 'How to Marry a Millionaire' justified increased charges, although I doubt it. No others, for sure."

Say Older Folks Are Returning

Extra tariffs for 3-D and CinemaScope productions may have pushed away some of the "lost" customers which they first attracted, certain informants observed. "We have been getting older people back into the theatres the past year; we should do everything to keep them coming," they asserted.

Why are drive-ins prospering? Men like Harry Lamont say, "They cater to the family trade, they are not bothered by the parking problem, they have a summer appeal and they are receiving weather breaks."

Lamont holds that "weather is the most important single factor in drive-in operation." He rates the current product available to the automobilers as "comparable with last season." Some outdoor operators think it is superior. Others disagree.

Lamont is not converting to CinemaScope or other special process, outdoors, until "the proper proportions or ratio is determined." He did install CinemaScope in the Vanderbilt, indoor theatre at Greenville, and found it very satisfactory.

Expects Good Fall and Winter

"The outlook for fall and winter is promising, because of strong product and CinemaScope," prophesied Lamont.

Estimates of increase in drive-in patronage this year range from 15 to 30 per cent. With the spurt in customers has come a higher level of concession receipts.

Saul J. Ullman, Fabian division manager, and one of the first to emphasize the revolutionary shift in business from November-May to May-November, said this trend "is becoming more pronounced." Television competition is weakest in the spring-to-fall period, which, with strong screen product, has tipped the scales for motion picture theatres, the veteran executive reported.

Calls Prospects 'Terrific'

He thinks the so-called mild weather period could be stretched if there were enough big pictures available; believes new season prospects are "terrific." The public is "fed up" with the mediocre fare of television, in Ullman's view. A sizeable number of industry people hereabouts agree with Ullman on television.

Charles A. Smakwitz, Stanley Warner zone manager, stated that June trade was rather poor—it's now the "poorest" month of the year, with the exception of December—but improved in July. Fall and winter? They should be "fine," said Smakwitz, because "product schedules appear impressive."

30% Above 1953

Harry A. Burke, Reade city manager in Saratoga, relayed the information that business there for the first three months of 1954 was about 30 per cent above that for the same period in 1953. It slumped, as usual, between Decoration Day and July 4, when a rebound was noted. The rest of the summer—including the traditional August racing at the flat track—should be profitable. The fall-winter season holds promise "due to product and CinemaScope." Reade's Community recently installed CinemaScope with single track optical sound. Burke considers this year's business to be above last year's, even making allowance for the 10 per cent tax "keep."

George Thornton, operating theatres in Saugerties, Tannersville and Windham, stated that June, as usual, was a poor month for him. Receipts since have been better. He believes the fall and winter period is challenging, "because of the good pictures scheduled for release."

Prints

(Continued from page 1)

to service on time all of the theatres requesting them.

Allied takes the position that the shortage is an artificial situation brought about by the film companies not so much to save money in print charges as to create a highly competitive market and an excuse for higher percentage terms. This, Allied claims, is in violation of the terms of the consent decree which sets up a system of "reasonable" runs and clearances.

North Central's complaint was an echo of a complaint voiced earlier by Wisconsin Allied and by Ben Marcus, national Allied president.

The situation in Minneapolis has grown particularly serious where there are now 12 neighborhood and suburban theatres playing in the 28-day slot as compared to four about five years ago.

Local Told to Conform

The exhibitors also instructed Kane to instruct local 219 of the projectionist's union to "abide by the terms" of its contract which expires Nov. 30 of this year. The union has demanded that theatres play either a complete CinemaScope show or complete 2D show, including trailers, and that where this is not possible, the exhibitor pay an additional 15 minutes per day preparation time. The exhibitors point out that since newsreels and many coming attractions and advertising trailers are available only in 2D it is impossible to comply with the union demand and that it is, in any case, a violation of the existing contract.

The Allied membership also voiced disapproval of Minnesota Amusement's present policy of running advertised sneak previews at Radio City in Minneapolis and Kane was instructed to write Harry B. French, Maco president, asking that the policy be discontinued.

People

Adolph Zukor, chairman of the board of Paramount Pictures, will visit City Hall today to present Mayor Robert F. Wagner with the first guest ticket to the world premiere of Alfred Hitchcock's "Rear Window," to be held Wednesday evening at the Rivoli Theatre. All proceeds from this event sponsored by 83 civic, social and business leaders, will be turned over to the American-Korean Foundation.

◆

Gene Kilburg, former chief barker of Wisconsin Variety Club, will be given a testimonial luncheon on Aug. 2 by the Wisconsin Variety Club, Tent #14, in the Ranch Room of the Boulevard Inn in Milwaukee. Kilburg presently is associated with the Mrs. Stevens Candy Co. of Chicago.

◆

Stanley D. Kane, executive counsel for North Central Allied and secretary of National Allied, has announced his candidacy for the Minnesota legislature. He will seek the seat being vacated by Larry Haeg of WCCO as representative of the northern half of the 36th district.

◆

Edward L. Hyman, vice-president of American - Broadcasting - Paramount Theatres, became a grandfather once again when Susan Louise Blatz was born at the Lenox Hill Hospital in New York to Mrs. Wm. E. Blatz, Hyman's daughter.

◆

Michael Myerberg of New York, who invented "Bi-Oral" sound and who demonstrated it to selected soundmen at the Huntington Park Theatre last week, will remain on the Coast this week for additional demonstrations, which probably include a demonstration for the press.

◆

Milton Saul, screen story analyst for the MGM Eastern story department, married Marjorie Morse, of the Paul Rosenberg Galleries over the week-end.

◆

Charles Le Maire, director of wardrobe on "The Egyptian" and head of women's wardrobe for 20th Century-Fox, will embark Aug. 15 on a personal appearances tour through cities of the company's Western division to herald Darryl F. Zanuck's first personal CinemaScope production.

◆

John Springer, RKO publicist here, and his wife, singer Monica Lane, had a seven-pound, thirteen-ounce baby, Gary John, born last week at the New York Lying-In Hospital.

Canada Film for Reade

"Stratford Adventure," the Canadian Film Board's featurette on the organization and launching of the annual Stratford, Ont., Shakespearean Festival, has been booked by the Baronet, the Walter Reade theatre here, to accompany the New York premiere of "The Cowboy" today.

"Sabrina"

(*Continued from page 1*)

who has other romantic plans for Holden, Bogart takes it upon himself to break up the affair, only to find himself, a confirmed bachelor, falling for her, too. The incidents, complications and episodes, often bordering on slapstick, lead up to the expected payoff—that is, Bogart winning the girl.

A pleasing "side dish" of "Sabrina" is the authentic locales, the views of the New York skyline, the Hudson River and the Long Island estates. In fact, Paramount's president Barney Balaban's estate is included.

Light and amusing at all times, initiating a pace that is retained throughout, "Sabrina" is the type of product that should bring back that so-called "lost audience." Ernest Lehman and Samuel Taylor collaborated with Wilder in the preparation of the screenplay. Those who have seen the stage play may be inclined to feel that the picture has lost some of the sprightly dialogue of the original. However, the number of people who saw the legitimate version must, by necessity, be in the minority. The film version has been streamlined to meet the tastes of the great majority and the result is oustanding.

The supporting cast, carefully selected, renders performances that match those of the stars. Among them are Walter Hampden, John Williams, Martha Hyer, Joan Vohs, Marcel Dalio and Francis X. Bushman. And speaking of the latter, there is an old-timer who rates billing.

Running time, 113 minutes. General classification. For September release.

COMPO Ad

(*Continued from page 1*)

refuge of the family, and the box office graph goes up with the thermometer." Another important factor, the ad continues, is that "the increased leisure-time of the American wage-earner—a boon to all entertainment and service industries throughout the year—rises sharply during the vacation-with-pay months."

"Many a big advertising campaign backs up many a good picture in the midsummer months," the ad points out. "While other entertainment media drift sluggishly in their 'Summer replacement' doldrums, the movies give of their best. It's a 12-month-a-year business now—and newspaper pages reflect it."

'Cattle Queen' Debut In Butte on Dec. 1

HOLLYWOOD, Aug. 1. — J. R. Grainger, president of RKO Radio Pictures, announced that in response to a formal invitation from officials of Butte, Mont., the world premiere of RKO's "Cattle Queen of Montana" will be held in that city on Dec. 1. Two theatres—the Montana and the Rialto—and possibly a third will participate in the debut of the Technicolor drama which co-stars Barbara Stanwyck and Ronald Reagan.

"Cattle Queen of Montana" was actually filmed in Glacier National Park and the territory around St. Mary's, Mont.

Grainger personally completed the arrangements for the premiere, the first in Butte's history, by telephone with Robert W. Selig, general manager of Fox Intermountain Amusements Corp. at Denver.

'Crusoe' Thursday

The New York Premiere at the Trans-Lux Normandie Theatre of "Adventures of Robinson Crusoe," Pathecolor film version of the Daniel Defoe adventure classic, has been advanced to Thursday.

'Waterfront' Scores

Columbia's "On The Waterfront" continued its pace at the Astor Theatre Friday with a second-day gross of $8,700 and attendance that topped that of any other picture to play in the house, Columbia reported.

A. W. Smith

(*Continued from page 1*)

714 prints of five of the agency's new films, in a total of 40 languages, were distributed through overseas exhibition channels of Warner Brothers, RKO, 20th Century-Fox and Paramount. Altogether during the past year, USIA provided 12,650 prints of a total of 203 pictures.

"With the industry's assistance," Smith said, "our new films may now reach a maximum initial audience at minimum cost, without diminishing their value for the thousands of showings throughout the world arranged by our own agency personnel for influential non-commercial audiences."

Smith also said that industry firms were helping in producing films for the agency at low cost.

New 'Scope Schedule Set By 20th-Fox

Maintaining a print delivery pace of at least one CinemaScope production per week in the single optical and single magnetic sound forms, 20th Century-Fox has announced a new print availability schedule covering CinemaScope productions through "The Egyptian."

The output in the single sound systems is in addition to the production of CinemaScope prints in full four-track magnetic high fidelity stereophonic sound.

The first personal production in CinemaScope by Darryl F. Zanuck, "The Egyptian," will be available to exhibitors in the single sound systems starting Sept. 11. On the same day, prints of "Three Coins In The Fountain" in single optical and magnetic sound will be ready.

Availability of "Broken Lance" and "Garden of Evil" in the one-track sound forms has been scheduled for Aug. 12 and 21, respectively; while during the current month single-track prints have been turned out on "Night People," "Prince Valiant," "Hell and High Water," "New Faces"; and "River of No Return."

Laboratory reports disclose that "King of the Khyber Rifles" in the one-track sound systems will be ready by Sept. 18 and that a Sept. 25 date has been set for "Beneath the 12-Mile Reef," and "Demetrius and the Gladiators," Sept. 4.

Delivery of single-track prints on "The Robe" commenced June 19 followed by "How To Marry a Millionaire."

In the THEATRE Equipment & Refreshment World . . .

• • with RAY GALLO

THE Projection Optics Co., Inc., Rochester, N. Y., has placed into production a new "Hilux" variable anamorphic lens. It has a complete anamorphic magnification spread from the 1:1 ratio up to the full 2:1 ratio for CinemaScope. The company plans to demonstrate the new lens at trade centers throughout the country soon.

◆

Day-Brite Lighting, Inc., New York, has added two new filament lamp downlights to its line—one a recessed and the other a semi-recessed unit. The "Deep Baffled Semi-Recessed Derby" has a baffle assembly finished in matt black and the reflector assembly in hot-bonded "super-white" enamel; while the "Deep Baffled Recessed Derby" also has its baffles finished in matt black with the reflector assembly and face plate in white enamel.

◆

William D. Oldham, carpet sales representative with James Lees and Sons Co., Bridgeport, Pa., since 1929, has been named central division sales manager with headquarters in Chicago. He succeeds I. Stanley Bailey, who resigned. The central division includes Illinois, Michigan, Wisconsin, Minnesota, Iowa, Indiana, and part of Ohio.

◆

Development of a non-toxic film cleaning solution "which can be offered to processors and users of motion picture film at a price comparable to that of conventional solutions of the type" has been announced by Oscar F. Neu, president of Neumade Products Corp., New York. It is called "Removex" and is said to be non-inflammable as well as to render film anti-static so that it repels dust particles or lint. A two-color, illustrated brochure giving prices and details of the solution will be supplied upon request.

◆

Two new models of the "Ice-O-Bar" beverage dispenser have been added to its line of equipment for refreshment service by Manley, Inc., Kansas City, Mo. One is equipped with a "push-button" device which automatically draws each drink, and the other model is a smaller version of the company's regular dispensing unit.

◆

New literature describing its milk shake machine, the "Millshake," has been issued by Mills Industries, Inc., Chicago. Operation of the new machine is explained in detail and illustrated. Also included are tables giving costs and showing possible profit margins on shakes of various capacities.

"Big Selznick Pictures Act Like New Films"

—Boston Traveler,
Wednesday, July 28

"RECORD OPENINGS FOR DUEL IN THE SUN"

—Boston Herald,
Tuesday, July 27

"DUEL SETS NEW MARKS!"

—Boston Evening American,
Wednesday, July 28

DAVID O. SELZNICK

PRESENTS

DUEL in the SUN

in Technicolor

starring **JENNIFER JONES**

GREGORY PECK · JOSEPH COTTEN

with

LIONEL BARRYMORE · HERBERT MARSHALL · LILLIAN GISH

WALTER HUSTON · CHARLES BICKFORD · *WITH A CAST OF 2500*

Directed by KING VIDOR

CURRENTLY BLANKETING NEW ENGLAND

317 DATES IN 21 DAYS!

SELZNICK
RELEASING
ORGANIZATION

IN A TRADITION OF QUALITY

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 76. NO. 23 NEW YORK, U. S. A., TUESDAY, AUGUST 3, 1954 TEN CENTS

Cinerama Overseas Bow in Damascus

The Department of State and the U. S. Information Agency have announced that arrangements have been concluded with S. H. Fabian, president of Stanley Warner Cinerama Corp., for the showing of "This Is Cinerama" as part of the official representation of the United States Government at the International Trade Fair, to be held in Damascus, Syria, from Sept. 2 to Oct. 1. This Near East showing will be the first overseas presentation of the medium.

A narration in Arabic will replace the current one by Lowell Thomas. Engineers from Cinerama, Inc., which is providing the equipment and technical services for the showing at the fair, are already on their way to Damascus.

Expect Counter Order

Exhibitors Here to Decide On 5% Tax Fight Strategy

Local industry's legal battle to enjoin the section of the New York City amusement tax which exceeds the law's five per cent limit in certain cases, will gain momentum today as exhibitors, their attorneys and representatives from major circuits, independents and exhibitor organizations, hold a strategy meeting to discuss the issues of their suit.

High on the agenda of the meeting is expected to be the question of whether or not city exhibitors will continue to collect the tax in its full amount in the face of an impending injunction, or adhere to the five per cent limit set by state law. If collected under current conditions, the excess tax collections are expected to be held "in trust" by operators pending final settlement of the legal issue.

Scheduled for 4:00 P.M., the parley will take place in the Loew's Building, with exhibitor attorneys representing four suing circuits conferring half an hour earlier prior to joining the general gathering.

The attorneys will review a counter order which City Assistant Corporation Counsel Stanley Buchsbaum yesterday said would be served by the

(*Continued on page 3*)

30 Pictures on 'U's Production Schedule Starting on Nov. 1

Universal-International's executive meetings at the studio have concluded with the decision to place before the cameras its most ambitious program of "top-budget top-starring productions in many years," the company announced yesterday.

U-I's 1954-55 production calendar, commencing with its fiscal-year start on Nov. 1, will see its sound stages producing approximately 30 pictures already blueprinted for production, 22 of which will be in color.

Nearly half of this program will be high-budget films providing for a total expenditure of several millions of dollars in excess of previous production budgets, it was stated. Spark-

(*Continued on page 3*)

Trade Show Set for Allied Convention

MILWAUKEE, Aug. 2. — A "silver anniversary" trade show will be held in conjunction with national Allied's "silver anniversary" convention here Oct. 12-14, it was announced by the host unit, Allied Theatres of Wisconsin.

Sixty-eight booths will be available for displays. The exhibit space will be on the convention floor of the Schroeder Hotel.

Judge Declares

OHIO CENSOR LAW 'CONSTITUTIONAL'

Rules Supreme Court Decisions Did Not Nullify Police Powers of the States

COLUMBUS, Aug. 2.—Constitutionality of Ohio's censor laws including the $3 per reel fee was upheld by Franklin County Common Pleas Judge Ralph Bartlett in a 22-page decision in the injunction suit brought against the board by RKO Radio Pictures, independent Theatre Owners of Ohio, Martin Smith and Horace Adams. Judge Bartlett said that neither the 40-year-old law nor the collection of fees violates any provision of Federal or state constitutions.

The fees do not constitute a tax, he said, as claimed by plaintiffs. He admitted that the fees "to some extent exceed the necessary cost for making inspections" but that does not make them taxes. The judge said that recent U. S. Supreme Court decisions have not nullified the police power of "Sovereign States." He added the Supreme Court has "not removed community control of films by censorship" and that his court "will not do so under the claim of complete unconstitutionality of such censorship laws."

The judicial sense supporting the

(*Continued on page 3*)

UK Grosses Up, Says O'Brien

By LESTER DINOFF

Film business conditions throughout Great Britain have improved generally during the past few months mainly because of the higher quality of British and American product and CinemaScope, Tom O'Brien, general secretary of the National Association of Theatrical and Kine Employees, Member of Parliament, and vice-president of the British Trade Union Congress, declared here yesterday at the Essex House Hotel.

O'Brien, who will be guest of honor

(*Continued on page 3*)

Italy Admission Tax Up from 50% to 60%

ROME, Aug. 2.—Parliament today approved a 20 per cent increase in theatre admission taxes, thus raising the levy from 50 to 60 per cent on tickets costing 33 cents and more, with a slightly smaller increase for the lower-priced admissions.

The government has indicated that the expected receipts of $7,500,000 will be used for aid to blind people.

Joseph Curtis Rites; Son of Jack Cohn

Funeral services were held here yesterday for Joseph H. Curtis, 37, son of Jack Cohn, executive vice-president of Columbia Pictures. Curtis, who was vice-president of the Donahue & Coe advertising agency, died of a heart attack on Saturday

(*Continued on page 3*)

'Black Shield of Falworth'

(Universal-International)
[CinemaScope; Technicolor]

Hollywood, Aug. 2

YOU could have figured, on form, the way you used to figure Citation, Universal-International would romp in, a wire-to-wire winner, first time it went to the post in CinemaScope sweepstakes. For how could the studio that breeds all those hard-ridden Westerns that win so much money for everybody slip up on one of these knighthood-in-flower events just because the jockeys wear hardware? It couldn't and it didn't. It put the 'teen-agers" own Tony Curtis in the saddle astride a role calling for a blend of the first Douglas Fairbanks and Eddie Arcaro, it gave him the all-agers' Janet Leigh to ride for, and it won in hand. The purse promises to equal a king's ransom.

"The Black Shield of Falworth" is U-I's title for the novel, "Men of Iron," by Howard Pyle, and it concerns life, love and combat as they

(*Continued on page 3*)

Conn. Police Urge State Censor Board

HARTFORD, Aug. 2. — The Connecticut State Police Association, comprising 65 organized departments throughout the state, has approved a resolution urging passage by the State Legislature of the establishment of a State Board of Censors to pass upon motion pictures, plays, literature and comic books. Under the present situation, each community must make a decision in individual cases with the result that what is banned in one town may be authorized in a nearby community.

Personal Mention

LOUIS B. MAYER has returned to Hollywood from New York.

•

MRS. JOHN E. PETROSKI, wife of the manager of the Palace Theatre, Norwich, Conn., has left Lawrence Memorial Hospital, New London, Conn., following surgery.

•

F. J. A. MCCARTHY, Universal Pictures Southern and Canadian sales manager, will leave here today for Miami.

•

WILLIAM B. ZOELLNER, head of M-G-M shorts and newsreels, will leave here at the weekend for Jacksonville and Charlotte.

•

E. R. LEWIS, managing director of the Decca Record Co., Ltd., of London, arrived here from England yesterday on the "Queen Elizabeth."

•

RUBE JACKTER, Columbia Pictures assistant general sales manager, is in Des Moines from New York.

•

JACK H. LEVIN, president of Certified Reports, has returned to New York from the Poconos.

•

MIKE SIMONS, M-G-M exhibitor relations head, has left here for a vacation in Vermont.

•

RICHARD BURTON and MRS. BURTON arrived here yesterday from Europe aboard the "Queen Elizabeth."

•

ARTHUR LUBIN, producer, arrived in New York from England on Sunday via B.O.A.C. Monarch.

•

W. E. BANFORD, M-G-M district manager in Chicago, has returned there from New York.

•

TED HARRIS, managing director of the State Theatre, Hartford, has returned there from Miami.

•

JOHN P. BYRNE, M-G-M Eastern sales manager, is in Boston from New York.

UA Wins Point in Milw. Towne Case

MILWAUKEE, Aug. 2.—A defense motion to stay the taking of depositions in a suit involving United Artists and the Milwaukee Towne Corp. and its major stockholders, has been denied by Federal Judge Robert E. Tehan on the grounds that the delay might prejudice the rights of the plaintiffs and that the early opportunity to examine the records is essential to the case.

In a suit filed last week, UA charged that the major stockholders of the Milwaukee Towne Corp., operators of the Towne Theatre here, violated the state laws and corporation by-laws by conducting business "without corporate authority." UA holds a one-third interest in Milwaukee Towne which sought to rescind its contract with UA.

Emphasis on 'Egyptian'

Sales Meeting This Week For 20th-Fox Executives

A two-day sales meeting at which a merchandising program will be established for "The Egyptian" and other 20th Century-Fox releases through the end of 1954 has been called by Al Lichtman, director of distribution, for Thursday and Friday of this week. The conference will be held at the home office.

The company's field sales organization, represented by the nine domestic and Canadian division and assistant division managers and 32 domestic branch managers, will be in attendance for the sessions to be conducted by Lichtman and W. C. Gehring, executive assistant general sales manager; Arthur Silverstone, assistant general sales manager; Glenn Norris, Eastern sales manager; and Alex Harrison, Western sales manager.

Skouras to Speak

Opening the meeting will be an address of welcome by president Spyros P. Skouras following which discussions will commence on the handling of "The Egyptian," Darryl F. Zanuck's first personal production in CinemaScope. Representing vice-president Charles Einfeld's advertising, publicity and exploitation departments at the meeting will be Rodney Bush, exploitation manager, Abe Goodman, advertising manager, and Edward Sullivan, publicity manager.

Murray Silverstone, president of 20th Century-Fox's International Corp., and Leslie F. Whalen, director of foreign publicity and advertising, also will attend.

Other Productions on Agenda

Other CinemaScope productions to be under discussion at the conclave will be "A Woman's World," Walter Wanger's "The Adventures of Hajji Baba," Otto Preminger's "Carmen Jones," "Black Widow," "Desiree," "White Feather" and Irving Berlin's "There's No Business Like Show Business." Panoramic Productions' "A Life In The Balance," "The Raid," "The Gambler From Natchez," and "Princess of the Nile" also will be included in the talks.

Division managers who will attend the meetings are Martin Moskowitz, Atlantic division; T. O. McCleaster, Central; J. M. Connolly, Northeast; M. A. Levy, Midwest; H. G. Balance, Southern; Herman Woober, Western, and Peter Myers, Canadian. Assistant division managers to attend are Paul S. Wilson, Southern division; and Reville Kniffin, Western division.

Branch Managers to Attend

Branch managers to attend are Abe Dickstein, New York; Sam E. Diamond, Philadelphia; Ira Sichelman, Washington; R. C. McNabb, Cincinnati; I. J. Schmertz, Cleveland; J. J. Lee, Detroit; R. L. Conn, Indianapolis; Al Levy, Pittsburgh; Nat Rosen, Albany; J. Feloney, Boston; C. B. Kosco, Buffalo; Herman Hirschhorn, New Haven.

Also T. R. Gilliam, Chicago; David S. Gold, Des Moines; J. R. Neger, Kansas City; J. H. Lorentz, Milwaukee; S. Malisow, Minneapolis; J. E. Scott, Omaha; Gordon F. Halloran, St. Louis; D. M. Coursey, Atlanta; John E. Holston, Charlotte; Mark Sheridan, Jr., Dallas; T. P. Tidwell, Jacksonville; T. W. Young, Memphis; W. A. Briant, New Orleans; M. W. Osborne, Oklahoma City; V. J. Dugan, Denver; M. Sudmin, Los Angeles; Charles F. Powers, Portland; Kenneth O. Lloyd, Salt Lake City; Jack M. Erickson, San Francisco, and Jack Burk, Seattle.

Exploration Men Expected

Exploitation men to attend and their respective home offices: Phil Engel, Boston; Hal Marshall, Philadelphia; Ted Tod, Chicago; Sol Gordon, Detroit; Eddie Yarbrough, San Francisco; Joe Lebworth, New York; Sam Glasier, Toronto; James Gillespie and Chick Evans, Kansas City.

'Vanishing Prairie' Bows Here Aug. 16

Aug. 16 has been set for the world premiere of Walt Disney's "The Vanishing Prairie," second full feature-length True-Life Adventure, at the Fine Arts Theatre here.

"The Vanishing Prairie," photographed on the grasslands plains located between the Mississippi and the Rockies, is the successor to "The Living Desert," last year's Academy Award winner. Its script was written by James Algar, Winston Hibler and Ted Sears.

$65,000 for 'Waterfront'

Columbia's "On the Waterfront" is heading for a first week take of between $63,000 and $65,000 at the Astor Theatre here, according to the distributor. First five days' gross was reported to be $48,000.

RKO Studio Payroll Hits Year's High

HOLLYWOOD, Aug. 2.—According to Richard Ullman, head of RKO Studios payroll department, the studio has reached an all-time high for the year in employment figures with 1,260 people on the payroll.

Production of "The Conqueror," "Americano," "Cattle Queen of Montana," "Passion" and Carmen Jones," which is a 20th Century-Fox unit renting stage space on the lot, accounts for the spurt in employment on the Gower Street lot.

'Silver' for Christmas

With camera work completed on location in Australia, "Long John Silver," Technicolor film produced in CinemaScope, has been set for national release during the Christmas holidays.

B'nai B'rith to Cite Balaban at Dinner For Aid to Israel

Barney Balaban, president of Paramount Pictures, will be the guest of honor at a "Guardians of Israel" dinner, to be held Sept. 26, under the auspices of the Metropolitan Council of B'nai B'rith, it was announced yesterday by William I. Siegel, president, and Nat Klein, chairman of the Israel Committee, of the Metropolitan Council. "Guardians of Israel" is the name of an honorary society for those persons who have purchased $1,000 in State of Israel development bonds.

Vote Was Unanimous

Balaban, active for many years in major civic, welfare and philanthropic enterprises, will be honored at the dinner in accordance with the unanimous vote of the executive committee of the Metropolitan Council, which undertook the sponsorship of the tribute to Balaban at its meeting last week. Siegel, in the announcement, stressed the fact that this was the first time the Metropolitan Council would be paying such tribute, and it was only the "extraordinary nature of the merging a great personality with a great cause" that had motivated the executive committee's decision to hold the dinner honoring Balaban. This action is in keeping with the national B'nai B'rith program formulated earlier this year to involve all units in the sale of $7,500,000 of State of Israel bonds during 1954. This figure is one-tenth of the $75,000,000 which must be raised this year through the sale of the bonds, now being conducted on an international basis.

Johnston to Address IMPDA Here Monday

Eric Johnston, Motion Picture Association president, is expected to return to Washington tomorrow from Spokane. Johnston is scheduled to be in New York next Monday to address the International Motion Picture Distributors Association on the recent French film pact.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"SEVEN BRIDES FOR SEVEN BROTHERS"
in CINEMASCOPE starring
JANE POWELL - HOWARD KEEL
Color by ANSCO - An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

CLYDE BEATTY★MICKEY SPILLANE
RING OF FEAR
CINEMASCOPE AND WARNERCOLOR
A Wayne-Fellows Production
COOL PARAMOUNT
BROADWAY at 43rd ST.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue. Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative. FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

UK Grosses

(*Continued from page* 1)

at a Motion Picture Association of America luncheon here today, is in this country to attend the bi-annual IATSE convention in Cincinnati next week. He is also planning to address the Motion Picture Industry Council in Hollywood shortly thereafter.

The general improvement in exhibition also can be attributed, O'Brien said, to the "decline of television's popularity with the people and the bad weather which have been experienced in Great Britain during the recent months." Attendance has increased in theatres, he stated, because "the people are now bored with television."

Commenting on the various media and new techniques, O'Brien stated that CinemaScope, installed in about 30 to 50 theatres throughout Great Britain, is well liked by the public. British theatres shy away from 3-D because the public does not like it, O'Brien said. "That medium can be dismissed and is dead," he said.

Paramount's wide-screen VistaVision has "captured the imagination of the exhibitors" when the medium was demonstrated in Britain, the NATKE official stated. "We all are anxiously awaiting the release of VistaVision product," he said.

Feels TV Will Hurt

However, O'Brien disclosed that the British exhibitors are expecting a "business slump" when commercial television gets rolling early next year. "TV in a commercial form will be a top competitor for films and will do harm at the outset," he said.

Ticket prices in Great Britain vary from 60 cents, American money, in the provincial theatres to $2 in a London house, O'Brien said. "There is no local taxation as in America," he stated. The national tax which was recently reduced from 40 per cent to an approximate 35 per cent, is the sole taxation in the industry, O'Brien stated. "The annual tax for exhibitors amounted to an approximate £38,000,000 annually, but after a long exhibition campaign, it was reduced about £3,500,000 annually," he said.

O'Brien stated that his talk to the IA delegates in Cincinnati will be concerned with production difficulties, television problems and industry conditions.

'Black Shield of Falworth'

(*Continued from page* 1)

were conducted in England during the reign of Henry IV, when knighthood was a going industry and jousting a sport as well as a court of more or less divine justice.

The screenplay by Oscar Brodney dwells confidently and informatively, as well as entertainingly, on the pleasanter forms of villainy, and on the nobler manifestations of romantic intent, throughout a fast-moving narrative about a young man who doesn't know his august ancestry until it suits story purposes for him to find out, and who undergoes a full course of training for knighthood, together with incidental strife and adventure, in time to engage in armored conflict to the death with his noble adversary.

Like all these knighthood stories, this one has many facets, several plots within plots and a great many surprises, but it keeps them clearer, cleaner, better integrated and more unified than has been par for the course up to now.

In the earlier sections of the film, Curtis bounds about, leaps terraces, routs countless brawny opponents, scales balconies, etc., as nimbly as the great Fairbanks might have done had he lived in this era of extended dimensions. The story makes him as headlong, temper-driven and reckless as it makes him doughty and indomitable later on when, wearing a title and riding for honor and king, he furnishes focal point for sequences of wholesale warfare that haven't been matched in previous pictures. And it makes Miss Leigh, his noble sweetheart, an incomparable ornament to the royal court, to the screen, and to CinemaScope.

Others in the practically innumerable cast are David Farrar, Barbara Rush, Herbert Marshall, Torin Thatcher, Daniel O'Herlihy, Patrick O'Neal, Craig Hill, Ian Keith, Doris Lloyd, Rhys Williams, Leonard Mudie and many, many more.

Production, a well considered, carefully planned and brilliantly executed exhibition of box office savvy, is by Robert Arthur and Melville Tucker.

Direction by Rudolph Mate, an assignment calling for versatility, balance of rare order, and complete command of pace, may be his all-time best.

Running time, 100 minutes. General audience classification. For lease in September.

WILLIAM R. WEAVER

Censor Law

(*Continued from page* 1)

common sense still sustains the exercise of police power by a soverign state, the judge stated. He said Ohio's censor law as interpreted by the Ohio Supreme Court is "sufficiently clear, definite and comprehensive to prevent showing of obscene films."

The court said that to reject such films it is not necessary to determine the right of censorship. He declared:

"Although liberty of expression by means of motion pictures is included within the freedom of speech and the press guarantees of the U. S. and state constitutions, there still remains a limited field in which decency and morals may be protected from an offending motion picture by prior restraint under proper criteria and standard."

Joseph Curtis

(*Continued from page* 1)

in the Northern Westchester Hospital.

Formerly a vice-president of the Weiss & Geller agency, Curtis also was associated with various theatrical interests. He served in the Columbia advertising department and had investments in theatres in Washington, Chicago and here. Curtis purchased the screen rights to the newspaper articles, "Crime on the Waterfront," by Malcolm Johnson, later turning them over to Sam Spiegel who produced "On the Waterfront" from the screenplay as written by Budd Schulberg.

Curtis is survived by his parents, his wife, Mrs. Jewel Hart Curtis; two sons, Bruce and Thomas, and two brothers, Ralph and Robert Cohn.

Exhibitors Study Tax Fight Strategy

(*Continued from page* 1)

city sometime today. He revealed that the counter order would contain a provision requesting a stay of the pending injunction.

An order was served the city by the plaintiffs last week and will be submitted at Special Term, Part I, in Queens, tomorrow, according to Thomas Bress, Loew's attorney.

The exhibition injunction order will, if signed by Supreme Court Justice Nicholas M. Pettes, enjoin the city from the collection of fractional parts of one cent imposed or attempted to be imposed by the tax law. It would also block the city, Mayor Wagner, comptroller Gerosa, and treasurer Bragalini from enforcing the law insofar as it attempts to impose a tax in excess of five per cent on admissions to places of amusement.

The temporary injunction would be in effect for the duration of the action which is to be set down for trial on Sept. 13. The order as well as the city's counter order call for the posting by each of the plaintiffs of a bond, Judge Pettes determining the amount.

The bond acts as security to the city for any damages it incurs as a result of the temporary injunction in the event it should become permanent. Exhibitor counselors believe that the bond should be a nominal one since, they say, the taxing machinery of the city is so effective as to negate any damage resulting from a temporary injunction.

Bress expressed the opinion that the city's request for a stay of the injunction tomorrow would create some legal complications. If the city follows through with the stay request, Judge Pette will be faced with two contradicting orders at the same time, one asking for the granting of an injunction, the other asking for the stay of the injunction.

Another alternative afforded the city, should it lose its stay appeal in Supreme Court, would be to obtain a stay by applying to one of the justices of the Appellate Division in Brooklyn.

Such a stay can only be granted after notice to the exhibitors who will have an opportunity to argue against it. Buchsbaum maintains that under section 571 of the Civil Practice Act, the filing of a notice of appeal by the city stays the operation of an injunction. Attorneys for the exhibitors do not believe the section pertinent, since, they argue, any temporary injuction against the city would be useless, because it would be immediately stayed by the serving and filing of a notice of appeal within a matter of a few hours.

'U' Slates 30

(*Continued from page* 1)

ing the resolve to produce more of these top-figure productions were this season's "The Glenn Miller Story" and the current "Magnificent Obsession," according to U-I.

Emphasis on subject matter also was decreed to provide the widest interest, a policy which has resulted over the past years in a substantial rise in the company's grosses each year, it was asserted.

As a result of the reported success of "Walking My Baby Back Home" and the reaction accorded the studio's latest musical, "So This Is Paris," the meetings charted the production of at least four comedies with music.

These decisions were reached at the annual executive production meetings just concluded, presided over by president Milton Rackmil and attended by board chairman N. J. Blumberg; executive vice-president Alfred E. Daff; Edward Muhl, vice-president in charge of production; David A. Lipton, vice-president; James Pratt, studio executive manager, and Morris Davis, business manager.

'Song of Norway' Included

Among the scheduled productions which have been allocated high budgets are the Broadway musical, "Song of Norway," "Away All Boats," current best-selling novel by Kenneth Dodson; "The Galileans," by Frank Slaughter; "All That Heaven Allows," by Edna Lee and Harry Lee, and "New Heaven, New Earth," by Arthemise Goertz.

Also slated for major treatment by the studio as a result of "The Glenn Miller Story" is "The Benny Goodman Story," the rights to which were secured by Universal-International from Goodman himself. Others slated to go before the U-I cameras during the 1954-55 fiscal year includes are "Pillars of the Sky," story of the Northwest; "The Charles Russell Story," based on the life of the Indian action phase of the War of 1812; "Wind From Suva," drama of the South Seas; a new version of "The Spoilers," "A Day Called Tomorrow," inspired by a Pirandello work; another Francis picture, a new production starring Abbott and Costello and several pictures aimed for the exploitation market.

'Brides' Scores in Chi.

CHICAGO, Aug. 2.—M-G-M's "Seven Brides for Seven Brothers" scored a three-day gross of $19,196 at the McVickers Theatre here, hitting a new record for an M-G-M picture at the house, the company announced. The previous mark was made by "The Band Wagon" at the same theatre which, in its first three days, grossed a reported $17,401.

UA Enters 'Fugitive' In Edinburgh Festival

"Little Fugitive," which United Artists will release in Great Britain has been entered by the distributing organization in the Edinburgh Film Festival in England on Aug. 22 to Sept. 12.

The Engel Ashley production, which was distributed in the U. S. by Joseph Burstyn, won the top American award at 1953 Venice Film Festival.

A LOST HERITAGE THAT COULD

The O
SELECT

NLY BE CLAIMED BY GUNS!

HERBERT J. YATES
presents

UTCAST

TRUCOLOR BY CONSOLIDATED

starring

JOHN DEREK · JOAN EVANS

with

JIM DAVIS · CATHERINE McLEOD
BEN COOPER

Screen Play by JOHN K. BUTLER and RICHARD WORMSER

Based upon an Esquire Magazine Story by Todhunter Ballard

Directed by WILLIAM WITNEY

A REPUBLIC PICTURE
REPUBLIC PICTURES CORPORATION

SPG Panel Feels TV Won't Replace Film In Entertainment

HOLLYWOOD, Aug. 2.—Television is useful to the motion picture industry in several ways, but never can match the theatrical motion picture as an entertainment medium, seven members of the Screen Producers Guild maintained, more or less unanimously, in a round-table discussion with a similar number of press guests at the Guild's second monthly public-relations luncheon, held at the Brown Derby today.

Super-sized pictures and modern technologies of all kinds, came in for incidental reference, as did the standard truism that "the story is the thing," but television monopolized attention throughout.

Agreement was general that television properly employed, can serve the motion picture industry well as an advertising medium. Several present pointed out that television is useful, also, as a source of new talent in the acting, writing and directing fields. One said his studio maintains a special department whose sole responsibility it is to watch all television programs and report on promising personnel.

The nearest approach to unanimity was on the point that television will never take the theatrical motion picture's place as the world's favorite entertainment.

Guild members present were Carey Wilson, who presided; Charles Brackett, Jerry Bresler, Walter Mirisch, Frank P. Rosenberg, Jerry Wald and Lawrence Weingarten.

Senate Group Okays Funds for Census

WASHINGTON, Aug. 2.—The Senate Appropriations Committee has approved the Administration's request for money to carry on a comprehensive census of business and manufacturing next year.

The survey, which would include all branches of the film industry would be based on 1954 business. The House rejected the Administration's request for funds for the new census, and assuming the Senate goes along with its appropriations committee, the matter will finally have to be settled in conference.

HOWARD E. STARK
Brokers and Financial Consultants
TELEVISION STATIONS
RADIO STATIONS
50 E. 58th St., N. Y. EL 5-0405
Specialists to Motion Picture Industry

MITCHELL MAY, Jr.
CO., INC.
INSURANCE
•
Specializing
in requirements of the
Motion Picture Industry
75 Maiden Lane, New York
3720 W. 6th St., Los Angeles

Television--Radio

with Pinky Herman

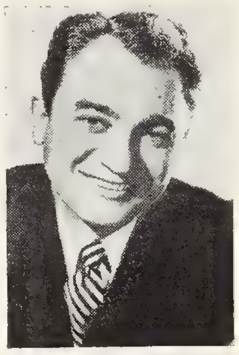
REMINDS us of the time, back in 1945 or so, when Frank Sinatra sold pieces of himself to so many friends, managers, etc. that EVERYBODY participated in the "Sinatra Goldmine" but Frankie himself. But this 'participation deal' is different in that the 78 co-sponsors of Dave Garroway's early morning NBC-TVehicle, "Today," having cut themselves in on a tremendously important program, still left enough leeway (profitwise) for NBC, Dave and everyone associated with the show. Latest (#78) to sign up for 26 weeks starting Oct. 5 is the Pan-American Coffee Co. (If we're permitted a slight pun, "they all went Garraway.")

☆ ☆ ☆

V. Monroe

Yesterday afternoon, together with a host of contemporaries, we dropped into Toots Shor's to help International Boxing Prexy Jim Norris, CBS-TV and the Pabst Blue Ribbon Execs, pay tribute to Light Heavyweight Champ Archie Moore and his tomorrow nite's opponent Harold Johnson, celebrating the Pabst Blue Ribbon 200th 'fight nite on Television.' . . . "The Vaughn Monroe Show," a fifteen-minute musical program will replace the "Dinah Shore Show" TVia NBC for five weeks starting Tuesday, Aug. 31 and will be featured Tuesdays & Thursdays in the 7:30-7:45 P.M. slot. Richard Hayman will conduct the ork. . . . Jim Waldrop, former ace NBC announcer and newscaster, who's been conducting his own popular (The Jim Waldrop Show) daily program at WGAC, Augusta, Ga., for the past two years, has returned to New York. Smooth voice, handsome profile, the gift of gab and with plenty of radio and TV savvy, Jim's talents should be signed, but pronto. . . . Al Ward, BBD & O account exec for "Campbell's Soup," arrived in Hollywood last week to confer with Peter Frank on production and treatment for "Dear Phoebe," telefilm series which goes before the cameras tomorrow under the direction of Don Weis. Series will be NBChanneled Fridays at 9:30 P.M. starting September 10.

☆ ☆ ☆


Mel Allen

Several weeks ago we decided to drive over to Huntington, L. I. to spend some time with our old pal, Bob Savini. After we left we remembered that another chum, Mort Browne (music executive who originally published such standards as "Jersey Bounce," "Tuxedo Junction," "In the Mood," "After Hours," etc.) often spent week-ends at his Mother-in-Law's home situated but two blocks from Bob. At the 74-year-old lady's home we saw Mort's gracious Mother-in-Law (Mrs. Lena Rom) seated at her TV set, eyes glued to the Yankee baseball game. About the fifth inning while the Yanks trotted out to their positions, we said, "Mrs. Rom, you certainly must be a rabid baseball fan to sit there so quietly for so long." "Well," answered the Lady," I don't know a thing about baseball. I just watch because I love to hear Mr. Mel Allen's Voice." . . . After a year's fling at TV down at WITV in Florida, Stan Shaw is back and last Friday (6:30 P.M.) started a new deejay series at WICC, Bridgeport, Conn. One of radio's pioneer disk jockeys, Stan will undoubtedly corral the attention of those Connecticut Yankees.

☆ ☆ ☆

If he isn't currently one of the busiest emcees now, he certainly will be, come Tuesday, August 17th when Bill Cullen CBStarts giving away money on the "Stop The Music" return to the air waves in the 8:30-9:00 P.M. time slot. . . . Jack Lord, who's been seen in "Suspense" and many other TV shows, opened yesterday in summer stock in Boston, appearing opposite Marie Wilson in "The Little Hut." . . . Roger Coleman, whose Decca waxing of "L'Amour Toujour, L'Amour" is setting records (sales) across the country, will return to fulfill TV commitments late this month after closing at the Horizon Room in Pittsburgh. . . . (We never leave Pittsburgh without saying 'howdy' to an old pal, Slim Bryant of KDKA, so while in Pittsburgh (columnwise) "Hi, Slim, and how are things with the Georgia Wildcats?"

'Lone Ranger' Sold To Wrathers, Loeb For $3,000,000

DETROIT, Aug. 2.—George W. Trendle, creator of "The Lone Ranger," today disclosed the sale of all stock to Jack Wrather and Mrs. Mazie Wrather, Los Angeles and Dallas oil operators, and John Loeb and Associates, New York City. The live radio show originating in Detroit will be replaced in September by an indefinate run of transcriptions of former programs.

Trendle said the purchase price of $3,000,000 was the highest ever paid for a radio-television property. The "Lone Ranger" stock was owned by Trendle, H. Allen Campbell and Raymond J. Meurer, who retain control of "The Green Hornet," "Sergeant Preston of the Yukon," "The American Agent" and their production company, Trendle-Campbell-Meurer, Inc.

Castle Challenges USIA Figures

The claim by Andrew W. Smith, head of the motion picture division of the United States Information Agency, that USIA's pictures now reach an extra foreign audience of 200,000,000 weekly by releasing pictures through commercial channels was challenged here yesterday by Eugene W. Castle, who has been fighting USIA services.

In a prepared statement, Castle said:

"Thus, and in one press release, Mr. Smith appropriates the entire weekly audience for Hollywood's non-propaganda entertainment movies and he adds this vast audience, and all of it, to the small and unreported non-theatre audience that sees some of the government produced films in schools and through costly showings obtained by means of U. S. mobile trucks that circulate mostly in the backward rural regions and Point Four areas of foreign countries.

Sees 'Propaganda' Unwanted

"Despite Mr. Smith's completely unsupportable claim, it is common knowledge that foreign exhibitors will not show the propaganda films of any foreign government just as American theatre managers would refuse to inflict the films sponsored by a foreign power on U. S. theatre audiences who have paid to be entertained.

"Moreover, in releasing this completely inaccurate claim that USIA has deliberately misinformed the U. S. wire services and the tens of millions of newspaper readers served by them at home and abroad."

Smith Receives Award

Producer-commentator Pete Smith was awarded a "Pedestrian Safety" plaque for his National Safety Council picture. Smith, who has been so honored four times, received the plaque in the M-G-M offices of studio production head Dore Schary.

• ALWAYS GOOD!
ALWAYS ON TIME!
FILMACK
FOR BETTER
SPECIAL
TRAILERS
630 Ninth Ave. New York, N.Y.
1327 S Wabash Chicago 5, Ill.

While the Industry is still talking about the Music Hall's New All-Time "BIGGEST 1st WEEK'S GROSS"–

"SEVEN BRIDES"

DELIVER THE BIGGEST FIRST 4-DAYS BUSINESS

(Holiday or Otherwise!)

OF A 2nd WEEK EVER AT THE HALL!

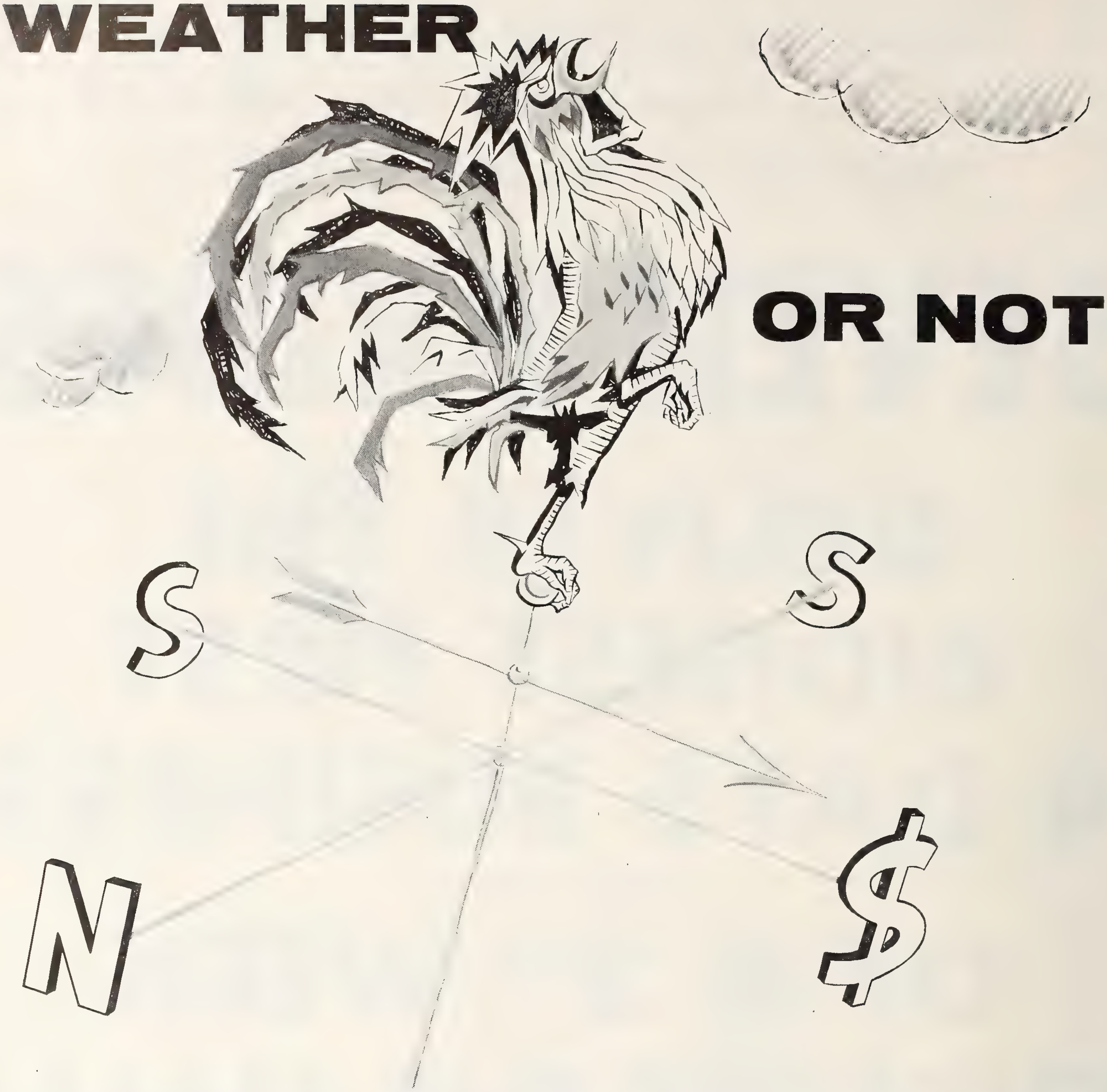
(in all 21½ years of its history!)

Bravo! Bravo! Bravo!

M-G-M presents in CinemaScope "SEVEN BRIDES FOR SEVEN BROTHERS" starring JANE POWELL • HOWARD KEEL with Jeff Richards • Russ Tamblyn • Tommy Rall • Screen Play by Albert Hackett & Frances Goodrich and Dorothy Kingsley Based on the Story "The Sobbin' Women" by Stephen Vincent Benet • Lyrics by Johnny Mercer • Music by Gene de Paul Choreography by Michael Kidd • Color by Ansco • Directed by Stanley Donen • Produced by Jack Cummings

★

Next Music Hall Triumph: M-G-M's "BRIGADOON"!



, all season showmanship points the way to profits!

You can't let summer's heat wilt your enthusiasm ... or winter's cold cool your ardor for selling your shows. You've got to keep crowing if you want to keep the crowds coming ... You've got to keep showing 'em what you've got ... showing 'em with trailers on your screen ... displays in your lobby, out front and away from theatre ... and posting all over town ... 'cause the Showmanship that builds profits is an all-year-round business!

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 76. NO. 24 NEW YORK, U.S.A., WEDNESDAY, AUGUST 4, 1954 TEN CENTS

MGM to Make 27 Features in Next 12 Months

Includes Stage Plays and Top Novels, Says Schary

HOLLYWOOD, Aug. 3.—A minimum of 27 feature films will be produced by M-G-M during the next 12 months, it was disclosed today by Dore Schary, studio head. Eight of the new pictures will go before the cameras during the next 60 days, continuing an accelerated pace which has been maintained since April, during which time nine films were started.

Schary pointed out that a total of 52 story properties are now in completed script form or in various stages of writing, including several stage plays and well known novels.

Stage plays include the two current Broadway successes, "Tea and Sympathy" and "The Tea House of the August Moon," while a third, "The Tender Trap," is scheduled for fall opening in New York.

Among recently purchased novels are "Mary Anne," "The Cobweb,"

(*Continued on page 7*)

UK Patronage Down Slightly

LONDON, Aug. 3.—The British Board of Trade Journal today reported that the number of admissions for the quarter ended March 27, was 325,664,000, a slight decline from the corresponding quarter of 1953.

The 1954 quarter was .9 per cent below the corresponding period last year. The Journal comments, however, that although the slight admissions increase in the fourth quarter

(*Continued on page 6*)

Reiner Resigns from Samuel Goldwyn Post

Manny Reiner has resigned as foreign manager of Samuel Goldwyn Productions, it was announced here yesterday by James Mulvey, president. Reiner had been with the Goldwyn organization since February, 1953, and made several trips abroad in connection with foreign sales for the company.

Reiner formerly was associated with Paramount, M-G-M and Selznick Releasing Organization and subsequently was vice-president of Prockter Television Enterprises and sales manager of Louis G. Cowan, Inc.

New Int'l Banking Plan Set To Promote 'Free Trade'

Will Facilitate Reciprocal Use of Foreign Currency for Production and for Sales; $25,000,000 Allocated to Start Operations

HOLLYWOOD, Aug. 3.—An international exchange-banking arrangement designed "to enable United States motion picture producers and distributors to be paid in dollars in this country for their foreign sales, thus eliminating delays and restrictions now in effect in practically every country in the world" was announced today by New York attorney S. R. Kunkis. An initial fund of $25,000,000 has been allocated for commencement of operations.

"The Kunkis Plan," as it will be known, will facilitate wider utilization of foreign currencies for production abroad by Hollywood producers, and for foreign producers to use their own currencies to finance production here. Kunkis declared: "This program provides liquidity for additional production in America, eliminates present delays in receiving income from foreign sources, and therefore must result in increased Hollywood production."

In direct discussion with the press, Kunkis said that exchange-banking in-

(*Continued on page 3*)

Fox to Demonstrate New Eidophor Lens

An improved model of the Eidophor lens for wide-screen television, which has been undergoing 20th Century-Fox laboratory tests, will be privately demonstrated within the next few weeks, Spyros P. Skouras, 20th-Fox president, disclosed here yesterday.

TV, Competition Can Not Destroy Film Industry: O'Brien

The film industries of the world will never be destroyed by television or any other form of competition, Tom O'Brien, general secretary of National Association of Theatrical and Kine Employes, Member of Parliament, and vice-president of the British Trade Union Congress, stated here yesterday during his address at a Motion Picture Association of America luncheon.

Introduced to the representatives of distribution companies, foreign executives, members of the MPAA staff and the trade press by 20th Century-Fox president Spyros P. Skouras, who urged the British executive "to inform his countrymen that American distributors do not control theatre bookings," O'Brien said that the "work done by the industry for west-

(*Continued on page 6*)

Skouras Sees 15,000 'Scope Houses by '55

By the end of 1954, an approximate 15,000 theatres throughout the world, 10,000 in the U. S. alone, will be equipped for CinemaScope films and stereophonic sound, Spyros P. Skouras, president of 20th Century-Fox, predicted yesterday.

Exhibitors' interest in full four-track magnetic stereophonic sound is high, Skouras stated. "At present many houses are utilizing one-track optical sound because of the high cost for four-track magnetic sound but eventually the exhibitors will have full stereophonic sound," he said.

The film executive said that as of July 24, 6,370 theatres in the U. S. were equipped for CinemaScope productions. Breaking down that figure, Skouras said that 3,289 houses were using four-track magnetic stereophonic sound, 308 theatres were utiliz-

(*Continued on page 3*)

'The Vanishing Prairie'

BECAUSE of the natural dramatic impact of "The Living Desert," Walt Disney's first feature length True-Life Adventure, and its subsequent success at the box-office, the question will arise as to whether "The Vanishing Prairie" can come up to its predecessor. If the newest edition doesn't surpass "The Living Desert" in excitement, it at least matches it and that, in itself, is an endorsement of its quality and never-lagging interest.

A brochure of the picture's credits has the following to say about the picture: "The drama deals with the vanishing wildlife of the American scene, those birds and animals that were brought to the verge of extinction and yet manage somehow to continue their stubborn fight for survival. It's the story of the pronghorn antelope, the prairie dog, the bighorn sheep, the mountain lion or cougar, the buffalo or bison, the prairie chicken, the sagegrouse and numbers of other creatures who once made the prairie their home."

That pretty well sums up the contents, but the manner in which it is

(*Continued on page 7*)

Expect Tax Stay Today

A temporary injunction restraining New York City from collection of the local amusement tax in excess of its five per cent limit as set by law, is likely to be signed by Supreme Court Justice Nicholas M. Pette today.

An injunction order, brought by four suing circuits on behalf of five Queens theatres and the city's counter

(*Continued on page 6*)

29 Theatres Contract For Philharmonic TV

Twenty-nine theatres across the nation have signed contracts for the Dor Theatre Television closed circuit telecast of the New York Philharmonic Symphony's 113th opening night of the season on Oct. 7 in Carnegie Hall, it was announced here yesterday.

According to Edmund Dorfmann, president of Dor TV, the closed circuit telecast, which is expected to have the largest paid audience for a

(*Continued on page 6*)

Personal Mention

HARRY COHN, president of Columbia Pictures, is in New York from Hollywood.

•

CHARLES GOLDSMITH, who succeeded SAM ECKMAN as managing director of M-G-M Pictures, Ltd., and New Empire, Ltd., has arrived in New York from London.

•

ROBERT WEITMAN, vice-president of American Broadcasting - Paramount Theatres, will leave here tomorrow for a vacation of two weeks.

•

NICK E. BRICKATES, manager of the Garde Theatre, New London, Conn., has returned there from Old Orchard Beach, Me.

•

A. R. BROCCOLI, of Warwick Productions, leaves Hollywood by plane today for New York enroute to Europe.

•

HENRY F. KRECKE, of Loew's International, will return to New York at the weekend from Europe.

•

ROBERT BASSLER, producer, will leave here by plane today for London.

•

SID KAPLAN, booker for M-G-M in Chicago, is in New York from there.

•

HARRIET PARSONS, producer, will leave here tomorrow for Chicago.

•

ERROL FLYNN arrived in New York over the weekend from Rome.

Israel in Move to Step Up Production

WASHINGTON, Aug. 3.—The Commerce Department reported that the government of Israel has taken steps to encourage domestic film production by requiring minimum screen time allocations for domestic films.

Commerce film chief Nathan D. Golden said a new law requires all film programs of 90 minutes or longer to include an Israeli-produced newsreel and also requires that all exhibitors must show a minimum of four hours of other types of Israel-produced film each week.

Canadian Exports Drop in Half Year

OTTAWA, Aug. 3.—Canadian exports of films to foreign markets dropped to $2,095,000 in the first six months of 1954, in contrast to $2,161,000 in the corresponding period of 1953, Canadian Government announces, adding such shipments have dropped steadily in recent months.

Film exports declined to $302,000 in June compared with $351,000 in May and $487,000 in April or $330,000 in June of last year.

'Duel' Bows Saturday

Warner Brothers' "Duel in the Jungle" will premiere at the Paramount Theatre here on Saturday, the Broadway house has announced.

Flow of Top Product Is Conn. Exhibitors' Worry

HARTFORD, Aug. 3.—Ask the average Connecticut exhibitor about the status of box office revenue, and he'll undoubtedly observe, with reflective calmness, that well known saying so often heard in industry circles these days:

"There's nothing wrong with the business, yesterday, today or tomorrow, that enough quality pictures in steady supply won't cure."

A MOTION PICTURE DAILY survey of leading executives, representing both circuits and independent interests in this area, discloses that while the majority of exhibitors are optimistic over future industry development, they are perplexed over unavailability of sufficient number of top attractions in constant flow.

'Any Situation in the Country'

Barney Tarantul, partner in the Burnside Theatre Corp., operating the deluxe suburban Burnside, East Hartford, declared: "If you haven't enough quality product, you can't bring them in. This is a truism that will stand for any situation in the country, whether it's a downtown first-run or a suburban location with more than enough parking facilities. Pictures are our business and unless the distributor can give us enough big releases constantly, our business will simply suffer."

Sperie Perakos, general manager of the Perakos Theatre Associates, operating one of the largest independent theatre circuits in Connecticut, including a 1,000-car capacity drive-in theatre, summed up: "CinemaScope has sparked much enthusiasm for the theatre-going public." He singled out Spyros Skouras for contributing much to current developments in the industry and predicted that technological advancements will bring increased flow of trade to theatres, both conventional and outdoor.

Cites Two Winners

One large circuit executive, who declined to have his name used, admitted that "business, on the whole, has been spotty in Connecticut, with releases like 'Dail M for Murder' and 'Executive Suite' showing us that regular attractions, without any special, wide-screen gimmicks, can still draw tremendous crowds. All we need are good pictures—and enough of them!"

Brochure Sent to Col. Stockholders

Columbia Pictures has circulated to its stockholders a color brochure illustrating nearly 20 films which the company is now releasing and which are to be released.

The brochure consists of inserts published in the motion picture trade papers.

Eastern Dividend

OTTAWA, Aug. 3.—Eastern Theatres Ltd., has declared a dividend of $2, payable Aug. 18 to shareholders of record Aug. 10.

Holdovers Pace Good Kansas City Business

KANSAS CITY, Aug. 3.—Holdovers reflect a relatively high level of theatre attendance in Greater Kansas City in late July and early August. Currently, of the six regular first run houses, two are holding bills over into the second week, two into the third week, one into the fifth week, while one of the art theatres is finishing up the fourth month with a bill.

The extremely hot weather was a decided spur to attendance in early and mid-July, but somewhat milder weather still is bringing a continuance of attendance.

Subsequent run theatres have also had better attendance than last summer, generally.

Lapidus Presides at WB Sales Meeting

PHILADELPHIA, Aug. 3.—Following on the heels of the Burbank studio meeting of Warner Brothers sales heads, Jules Lapidus, company's Eastern and Canadian division sales manager, will preside over a two-day meeting of the company's Eastern and Central district managers and branch managers beginning today at the Bellevue-Stratford Hotel here.

Attending the meeting are Eastern district manager Norman J. Ayers, branch managers Ray S. Smith, Albany; Ralph J. Iannuzzi, Boston; Nat Marcus, Buffalo; Max Birnbaum, New Haven and Ben Abner, New York; William G. Mansell, Central District Manager and branch managers James S. Abrose, Cincinnati; Ernest Sands, Cleveland; Claude W. McKean, Indianapolis; Charles Beilan, Philadelphia, and William Twig, Pittsburgh, Robert Smeltzer and Ben Bache of Washington, are also attending.

Home office executives present include Norman H. Moray, short subjects general sales manager, and Robert A. McGuire, auditor of exchanges.

'Duel' Tops Its Own Record in Boston

BOSTON, Aug. 3.—After completing its sixth day Sunday, David O. Selznick's "Duel in the Sun" passed itself at the boxoffice here, topping its own 1947 Boston first-run regular release figures by over $1,000, according to Selznick Releasing Organization.

The film grossed nearly $29,000 in its first six re-release days in Boston and, according to Budd Rogers, SRO sales chief, becomes one of the first situations of its kind in motion picture history.

To Convert Rivoli Here to Todd-AO In the Early Fall

Conversion of the Rivoli Theatre here to accommodate the Todd-AO process will get under way in the early fall, Mike Todd said here yesterday. "Oklahoma!" will have its premiere in the Broadway house shortly after Jan. 1.

Todd said that "Oklahoma!" would be completed in October and that approximately four months would be required for scoring, editing and processing. During that period, the Rivoli will undergo its conversion.

Commenting on a report that Todd-AO's second production would be "Richard III,'" Todd said that the play was under consideration but that no decision had been reached.

'U' Far East Meet In Tokyo Aug. 16

Universal-International's Far Eastern sales conference will convene in Toyko on Aug. 16, U-I announced yesterday.

Americo Aboaf, vice-president and general sales manager, will preside over the 25 delegates drawn from 11 countries during the five-day meet. Fortunat Baronat, director of publicity for Universal-International Films, also will attend.

Vice-president and general sales manager of Universal Pictures, Charles J. Feldman, now vacationing in the Far East, has been invited to be guest of honor at the meet.

Aboaf and Baronat will leave New York on Friday for Tokyo.

Heading the Far Eastern headquarters contingent will be Arthur G. Doyle, Far Eastern supervisor; Wally Orr, managing director for Japan who also functions as Doyle's assistant, and Paul Fehlen, head auditor.

Guatemala Cancels Distributors' Tax

WASHINGTON, Aug. 3. — The Guatemala government has cancelled the Guatemala City tax on distributors' gross receipts, the Commerce Department said. The tax was originally set at 20 per cent in June, 1953, and later reduced to 10 per cent in April of this year. U. S. companies have reportedly decided to resume shipments of films to the country.

"SHOWPLACE OF THE EAST"
FOR YOUR SCREENINGS
WIDE SCREEN
- Three Channel interlock projection
- 17½mm & 35mm tape interlock
- 16mm interlock projection

CUTTING & EDITING ROOMS AVAILABLE
MOVIELAB THEATRE SERVICE, INC.
619 W. 54th St., N.Y. 19, N.Y. • JUdson 6-0367

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

News Roundup

NT Host to Exhibitors

Six Kansas City exhibitors and their wives arrived in Hollywood yesterday to be guests of Charles P. Skouras, president of National Theatres, and Elmer H. Rhoden, president of the Fox Midwest division. They will remain in the film capital and in the Southern California area for a week. The visiting showmen were winners of the recent National Theatres showmanship drive.

■

Senate Group OK's FBI Bill

The Senate Judiciary Committee yesterday approved the bill to prohibit the commercial exploitation of the name of the Federal Bureau of Investigation in motion pictures, television and other entertainment media. The bill is similar to the one reported last week by the House Judiciary Committee.

■

Memphis Circuit Buys 2

United Theatres Corp. of Memphis has purchased two more theatres; the Petit Jean at Morrilton, Ark., and the Spa at Hot Springs, Ark., thus bringing United's operations to 26 houses in eight Arkansas cities, according to the statement issued by M. S. McCord, president.

■

Wisc. Allied Meets Aug. 31

The Allied Independent Theatre Owners of Wisconsin will hold its next regional meeting Aug. 31 at the Warsau Hotel, Warsau, starting with a noon luncheon.

■

4 New Canada TV Permits

The Canadian Government has stepped up private television operations by approving four new private TV licenses for stations in Moncton, Brandon, Peterborough and Saute Ste. Marie, thus raising to 20 the number of such private stations and eight Canadian Broadcasting Corp. outlets.

■

Futter Moves Offices

Walter Futter and his Vidoscope Lenses have moved from 511 Fifth Ave. to 625 Madison Ave., New York.

■

Senator Praises GWTW

Senator Kucel (R., Calif.) has inserted into the Congressional Record in Washington a statement praising "Gone With the Wind." The Senator said that the film is "a shining example of the beneficial and enlightening values which attach to carefully produced motion pictures."

■

Pathe to Process 2 for U-I

Pathe Laboratories, Inc., will process two Universal-International CinemaScope features, photographed in Pathecolor. One of the films, "Captain Lightfoot," is currently rolling in Ireland. The second, "Chief Crazy Horse," is shooting in South Dakota.

Hewitt Takes Over Fox Wisc. Post

MILWAUKEE, Aug. 3.—Gordon Hewitt, film buyer and booker for the Fox-Wisconsin Amusement Corp., subsidiary of National Theatres, Inc., became district manager yesterday as Harold J. Fitzgerald retires as president. The announcement was made by Edwin F. Zabel, vice-president and general manager of Fox West Coast Theatres, who came here from Los Angeles to supervise the changeover.

Twenty Years with Company

The change comes on expiration of Fitzgerald's contract as a National Theatres executive. It marks his desire after 20 years with the company to devote full time to other interests.

Fitzgerald is taking over the Varsity Building office space vacated by Fox-Wisconsin in the change, as consolidated headquarters for several firms he operates. He said that six of a staff of 15 attached to Fox-Wisconsin here would go with Hewitt, the others remaining with him. The circuit moved its offices to the Wisconsin Theatre Building, 536 West Wisconsin Ave.

'Window' Premieres At Rivoli Tonight

The world premiere of Alfred Hitchcock's "Rear Window" at the Rivoli Theatre tonight will be attended by notables of the diplomatic corps and leaders of society, Paramount Pictures, distributors of the film, announced here yesterday.

Among those attending the premiere will be Dr. You Chan Yang, Korean Ambassador to the U. S. and top ranking members of his staff. Additionally, there has been a huge public sale of tickets for the film's bow.

Hartford Drive-in Bows

HARTFORD, Aug. 3.—The East Hartford Drive-in, South Windsor, Conn., was opened at the weekend by the South Windsor Realty Corp. which is headed by Abe Bronstein. The outdoor house was built at a cost over the $200,000 mark.

New Term Pact to M-G-M's Quimby

HOLLYWOOD, Aug. 3.—Fred C. Quimby, head of M-G-M short subject production and cartoon producer, yesterday was signed to a new long-term contract on the occasion of his 30th year with the company.

The signing of the new contract also marks the 15th anniversary of Quimby's cartoon characters, "Tom and Jerry," who have been awarded seven of the eight cartoon "Oscars" won by M-G-M since 1940.

Simultaneous with the signing of Quimby's new pact, the studio announced the immediate organization of two new, live-action short subject units, one of which will be for the production of dramatic subjects, while the other will feature situation comedies. The addition of two cartoon units was announced last week.

Quimby organized the M-G-M shorts department in 1924, previously having been general manager of Pathe, Inc., and Associated Exhibitors.

House Bill Aids Copyright Issue

WASHINGTON, Aug. 3.—The House today passed a bill to implement the new International Copyright Convention.

Government officials claim that U.S. films and other works of art will get more certain copyright protection abroad if Congress approves the pending legislation. A similar bill has been reported by the Senate Judiciary Committee, and is awaiting Senate action.

Indoor-Outdoor Theatre in Toledo

TOLEDO, O., Aug. 3.—The Theatre Operating Co. of Toledo has announced that ground has been broken for a new theatre. In addition to accommodating 1,500 cars, it will have an 800-seat indoor theatre.

Known as the Glass Mile Drive-In and located across from Toledo's new Glass Mile Shopping Center, the theatre will be a $410,000 project. Opening date will be within eight weeks.

Katzman Launches Slate Of 14 Columbia Releases

HOLLYWOOD, Aug. 3.—With the assignment of writers on four new pictures, producer Sam Katzman has launched his 1955 program of Columbia releases with 14 properties and the possibility four more may be added to the schedule between now and December.

Writers newly assigned to 1955 product are Curt Siodmak, writing the screenplay of "The Creature With the Atom Brain" from his own original; Robert E. Kent, doing an untitled Technicolor Western; Ray Buffum, working on his own original story of juvenile delinquency, and Berne Giler, also developing his own original, "Dressed To Kill."

The following are pictures which will go before the cameras and be completed this year:

"Riot on Pier 6," to be shot largely in New Orleans; "Robin Hood, Outlaw," from an original screenplay by George Worthing Yates, in Technicolor; "Adventures of Captain Africa," a serial to be directed by Spencer Bennet; "Chicago Syndicate," which will be produced on location in Chicago from an original screenplay by William Sackheim; "Monster Beneath the Sea," a science-fiction screenplay from Steve Fisher's original story with screenplay by George Yates, which will be shot largely in San Francisco with Navy cooperation; "Duel on the Mississippi," original screenplay by Gerald Drayson Adams; "Dressed to Kill"; "Devil Goddess," Dwight Babcock's original, to star Johnny Weissmuller.

Other 1955 releases already filmed and in various stages of editing are the following:

"Masterson of Kansas," starring George Montgomery, in technicolor; "Jungle Moon Men," starring Johnny Weissmuller, and "Seminole Uprising," starring George Montgomery, now before the Technicolor cameras.

Banking Plan

(Continued from page 1)

stitutions in all the principal nations, outside of Iron Curtain countries, will participate in the handling of all national currencies in such a manner as to prevent freezing or blocking of funds while, at same time, complying with all trade and currency regulations of all countries. The result, he said, will be financial freedom of operation similar to "free trade," with financial exchange made available at a "reasonable charge, under flexible terms, subject to amounts, conditions and circumstances."

Operations will commence immediately.

No outright financing of production will be done.

There is no intention to undertake thawing of presently frozen funds, although that might be a future possibility.

Valuable to Independents

The plan is especially useful at this time to independent producers, Kunkis said, although major producers are not excluded from its application.

Gerald Brotman & Co., foreign-exchange bankers since 1929, today opened an office in Beverly Hills to accommodate producers here who wish to utilize the Kunkis plan.

Herman Yaras, former member of the Export Advisory Committee, Office of International Trade, U. S. Department of Commerce, has been appointed administrator of Kunkis plan in charge of the Beverly Hills office.

Kunkis is general counsel and in charge Eastern operations with offices, 1501 Broadway, New York.

'Scope

(Continued from page 1)

ing mixers, 194 houses were equipped with one-track magnetic stereophonic sound equipment, and 2,624 were using one-track optical sound.

"CinemaScope and stereophonic sound equipment installations are averaging between 350 to 400 a week throughout the world," Skouras asserted. "By the end of this year, there will be about 15,000 installations throughout the world," he said.

The saturation point in installing equipment has not yet been reached, the 20th-Fox president stated. "There are 6,370 installations now and I think that there will be about 10,000 in the U. S. alone by the end of the year. In Great Britain, there are about 250 theatres equipped at present for CinemaScope and by 1955, there will be about 600. Italy is also rapidly installing CinemaScope and by the end of the year there will be an approximate 1,000 houses equipped for the medium in that country," Skouras said.

'Shield 'Premiere Set In Chicago, Aug. 11

"The Black Shield of Falworth," Universal-International's first CinemaScope production in Technicolor will have have a premiere at the Grand Theatre in Chicago on Aug. 11, the film company announced here yesterday.

Universal is backing the series of August key city pre-release openings of "Black Shield of Falworth" with comprehensive promotional campaigns tied in with the national magazine advertising campaign.

NEVER
FILM

GREATER
WITH
THE
WIDE-SCREEN!

DAVID O. SELZNICK'S
Production of MARGARET MITCHELL'S Story of the Old South
"GONE WITH THE WIND"
in TECHNICOLOR
Starring
CLARK GABLE
VIVIEN LEIGH
LESLIE HOWARD • OLIVIA de HAVILLAND
A SELZNICK INTERNATIONAL PICTURE
Directed by VICTOR FLEMING
Screen Play by Sidney Howard
Music by Max Steiner

IMAGINE THIS!

"GONE WITH TH
WIND" in the firs
90 engagements o
its fifth release top
its second, third an
fourth release an
even exceeds the firs
(*original*) release i
the following cities

Philadelphia	Birmingham
Boston	Nashville
Cincinnati	Chattanooga
Detroit	Austin, Texas
Evansville	Colorado Springs, Colo
Pittsburgh	Green Bay, Wis.
El Paso	Charleston, S. C.
Omaha	Washington, D. C.

Augusta, Ga.

★

CHOICE OF SOUND: PERSPECTA
STEREOPHONIC OR OPTICAL 1-CHANNE

BEFORE IN HISTORY!

The phenomenal grosses of "GONE WITH THE WIND" in its 5th release are a Miracle of All-Time Show Business!

FOR INSTANCE IN ITS 5th RELEASE!

"GWTW" 128% of "MOGAMBO"

"GWTW" 178% of "LONG, LONG TRAILER"

"GWTW" 133% of "SHOW BOAT"

VARIETY

TYPICAL HEADLINES FROM VARIETY!

'WIND" ROARING! Philly (*4th week*)
'WIND" LIVELY! Cleveland (*6th week*)
'WIND" WOW! Louisville (*3rd week*)
'WIND" SOCK! Indianapolis (*3rd week*)
'WIND" HEFTY! St. Louis (*5th week*)
'WIND" TOPS! Toledo (*5th week*)
"WIND" BOFF! Wash., D.C. (*3rd week*)
"WIND" WHAM! Pittsburgh (*3rd week*)
"WIND" SMASH! Cincinnati (*3rd week*)
"WIND" HOT! Minneapolis (*3rd week*)
"WIND" SOLID! N.Y. (*10th week*)
"WIND" MIGHTY! Buffalo (*4th week*)
"WIND" WHAM! Charlotte, N.C. (*4th week*)

UK Decline

(Continued from page 1)

of 1953 over the like 1952 period was not continued in the 1954 quarter, the latest decline was considerably less than for corresponding quarters in past years.

The British publication also pointed out that there were marked regional variations in attendances, with both London and the Southeastern area showing increases in admissions for the first 1954 quarter.

Small Houses Suffer

These regions, the Journal reports, are where the larger circuits predominate and which tend to be affected first by new techniques and films. The smallest British houses, those seating 250 and under, showed the greatest decrease, that of 8.5 per cent.

For the corresponding period of 1953, boxoffice takings reached £277,560, .1 per cent lower than the corresponding quarter of 1953, but 6.7 per cent higher than the fourth quarter of the same year.

The Journal claimed as important a definite increase reflected in theatres exploiting new cinema techniques. The published statistics covered 4,504 theatres in Great Britain.

"World" to Carroll

"Out of this World," the Lowell Thomas-Lowell Thomas, Jr., Technicolor feature, will be distributed in the Dominion of Canada, the Maritime Provinces and Newfoundland, by Carroll Pictures, it was announced by Carroll L. Puciato, president of the releasing organization.

TV Competition

(Continued from page 1)

ern civilization has not been sufficiently recorded or recognized."

He said that his "principal work is to talk over in a friendly way and see what we can do about maintaining friendly relations between the film unions in America and in Great Britain." The principal point currently in dispute between the film unions on both sides of the Atlantic Ocean is the amount of television film production in England by American interests.

O'Brien said he was in America for discussions in New York, Washington, Cincinnati and Hollywood on labor matters and to address the annual convention of the IATSE in Cincinnati and the Trade Union Congress in Regina, Canada.

Skouras, in his talk prior to introducing the guest of honor, paid tribute to the British people and said that "we have every desire to see a prosperous film industry in Great Britain."

Salary at New High For Craft Worker

HOLLYWOOD, Aug. 3.—The average weekly earnings of craft workers in the studios here reached a new high during June when $130.38 was paid for a 43.2-hour week, the Department of Industrial Relations monthly report disclosed. These figures compare with $124.33 averaged in May for a 41.6-hour week, and $118.19 in June a year ago for a 42.4-hour week.

He added that "meritorious British films will be treated equally with American pictures."

HERE'S SOUND ADVICE!

If the confusion that surrounds the various sound systems being offered today has delayed your decision on just what you should install in your theatre, consider these facts:

Three of the majors — M-G-M, Paramount and Warner Brothers — have already announced that *all* future productions will have Perspecta Stereophonic Sound. Other studios are following their example.

Why has Perspecta Stereophonic Sound been chosen as standard — a standard certain to remain for years to come? For three very good reasons:

1. The movie industry wants to make money. To do this they know they must keep your box-office busy. Perspecta Stereophonic Sound will do just that by giving the movie-going public the dramatic realism they want.

2. Perspecta Stereophonic Sound is a system every movie exhibitor can afford to install.

3. Perspecta Stereophonic Sound Track operates identically with the optical sound track you've been using for years except for the inclusion of three low-level, low-frequency tones "heard" only by the Integrator, which automatically controls volume and direction for true stereophonic effect.

The Perspecta Stereophonic Sound Integrator, design-engineered by Fairchild, makes this system available to you at a price you can afford. Only one Fairchild Integrator serves all projectors in the booth — controls Perspecta Stereophonic Sound through any 3-channel sound system of standard make. And projector modifications are not required.

Call, wire or write *now* for full information on your specific theatre sound problem.

FAIRCHILD RECORDING EQUIPMENT
MOTION PICTURE SOUND DIVISION • WHITESTONE 57, NEW YORK

Injunction

(Continued from page 1)

order, will be submitted today for Justice Pette's scrutiny.

The injunction would become effective immediately upon his signing of the plaintiff's document. The counter order, submitted by Assistant Corporation Counsel Stanley Buchsbaum for the city, and served to the plaintiffs yesterday, contains a notice of appeal which could stay the injunction should Justice Pette sign it.

Exhibitor attorneys, however, expressed doubt that the judge would consider the city appeal since their injunction request was previously backed by Justice Pette. Pette issued a temporary injunction against the tax's "major fraction" provision on July 22, which specified that the law oversteps the limits set by the state's enabling act.

Rejection Expected

The Supreme Court justice is expected to adhere to his initial opinion and turn down the city's notice of appeal. If he does and the injunction becomes effective, Buchsbaum said he would obtain a stay by applying to one of the justices of the Appellate Division in Brooklyn, a higher court.

If granted today, the temporary injunction would be in effect for the duration of the action which is to be set down for trial on Sept. 13. The plaintiff's order, as well as the city's counter order, call for the posting by each of the plaintiffs of a bond, Judge Pette determining the amount.

Yesterday suing exhibitors, their attorneys and representatives from major circuits, independents and exhibitor organizations, held a meeting in anticipation of today's injunction approval.

Emanual Frisch, president of Metropolitan Motion Picture Theatres Association of New York and Harry Brandt, president Independent Theatre Owners Association, co-chairmen of the New York City Emergency Tax Committee, addressed the exhibitor gathering and announced that another meeting would be called after the injunction becomes effective.

Klupt Reviews Situation

Mitchell Klupt, Century circuit attorney, reviewed the legal events of the past week for the exhibitors prior to today's submitting of the injunction order. Those in attendance included attorneys for the suing circuits as well as representatives from the Randforce, Fabian, Stanley-Warner, Paramount and Brecher circuits. Also present were representatives from the Roxy Theatre and Radio City Music Hall.

Philharmonic TV

(Continued from page 1)

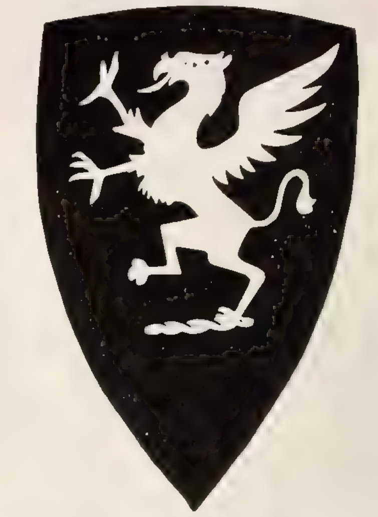
single concert, will be seen in Paramount, Fabian, Loew's and Stanley-Warner theatres in 29 cities.

Already included among the cities to present the Philharmonic opening are: Los Angeles, Chicago, Philadelphia, Richmond, Minneapolis, San Francisco, Miami, Houston, Dallas, Pittsburgh, Indianapolis, Detroit, Boston, Omaha, Albany, Asbury Park, Salt Lake City, Milwaukee, Washington, Cincinnati, St. Louis, Dayton and Toledo.

DuMont Television's production facilities will be utilized in the project, Dorfmann said. The average price of a ticket to a theatre goer will be $2.00, he said.

National Pre-Selling

UI's 'Black Shield' In 'Photoplay' Tie



The shield shown above will be the key emblem used in a national tie-up made by Universal-International with "Photoplay" for "The Black Shield of Falworth."

The fashion department of "Photoplay," under the direction of Lillian Lang, has arranged with manufacturers of women's apparel to use the "Black Shield" emblem on suits, dresses, lingerie, handbags, accessories, jewelry and other types of apparel. Every fashion used will either be an adaptation of clothes worn by Janet Leigh and Barbara Rush in "The Black Shield of Falworth" or will incorporate the emblem.

U.I.'s newsreel which is shown in 6,000 theatres, will have a special subject of the two actresses wearing the costumes featured in the October issue of "Photoplay," on the newsstands Sept. 4.

Department stores and women's shops in all parts of the nation will feature the apparel. Theatre managers can originate Black Shield Ladies Nights and tie-up with their local stores. Advertising for "Photoplay" is being handled by Dick Sheil and information about participating stores can be obtained from him at "Photoplay" 205 West 42 St., New York City.

•

"Woman's Home Companion" has three motion picture ads in the August issue: a striking full page on "About Mrs. Leslie," a very unusual one on "Seven Brides for Seven Brothers" and a picture-of-the-month ad on "Seven Brides."

•

Columbia's "On The Waterfront" reaps the benefit of a very interesting article written for the August issue of "Holiday" by Budd Schulberg about the things he saw and heard when he was on the docks of the New York waterfront and in the taverns used by the longshoremen, as social centers and commands posts for their different factions. The entire picture was made in these places.

•

"Redbook's" cover girl on the August issue is Judy Garland, the lead in Warner's "A Star Is Born." Judy wears a pink and red dance costume which helps make the issue a very attractive one for the newsstands.

WALTER HAAS

MGM Plans 27

(Continued from page 1)

"The Female," "Bhowani Junction," "Charlemagne," "Blackboard Jungle," "Digby" and "The Power and the Prize."

'Ben Hur' Included

In addition M-G-M's program includes such works as "Ben Hur," Sir Walter Scott's "Quentin Durward," "Green Mansions" and "In Missouri," based on Mark Twain's "Huckleberry Finn."

First of the eight pictures scheduled for the two months' period is "Bad Day at Black Rock," which starts filming at the studio next week, after two weeks on location. The others are "The Prodigal," in CinemaScope with Lana Turner and Edmund Purdom; "Hit the Deck," starring Jane Powell, Tony Martin and Walter Pidgeon; "Moonfleet," with Stewart Granger, Viveca Lindfors, George Sanders and Joan Greenwood.

Also "It's Always Fair Weather," featuring Gene Kelly, Dolores Gray and Michael Kidd, and "Love Me Or Leave Me," the story of Ruth Etting, starring Doris Day and James Cagney.

Two of Nine Still Shooting

Of the nine pictures started since April, two are still shooting. They are: "Jupiter's Darling," starring Esther Williams, and "The Glass Slipper," with Leslie Caron and Michael Wilding.

Pictures slated to follow the eight set for almost immediate start are "The Cobweb," "My Most Intimate Friend," "The Scarlet Coat," "Blackboard Jungle," and "The Long Day."

Also "Mail Order Bride," "Diane," "Highland Fling," "The Tea House of the August Moon," "St. Louis Woman," "Bhowani Junction," "Green Mansions" and "Robin Hood."

And "Quentin Durward," starring Robert Taylor; "The Female," with Ava Gardner; "The Marauders" and "Forbidden Planet."

'Susan' High in L.A.

RKO predicts a $105,000 gross for "Susan Slept Here," now approaching the end of a week's run at 10 theatres in the Los Angeles metropolitan area.

FLY B·O·A·C

The Monarch
ARISTOCRAT OF THE AIR

Direct
New York • London

BRITISH OVERSEAS
AIRWAYS CORPORATION
Reservations through your travel agent
or call B.O.A.C. at 342 Madison Ave.,
New York 17, N. Y., tel. MU 7-8900

'The Vanishing Prairie'

(Continued from page 1)

presented, the skillful photography and the capturing of nature's cast in its natural environment are the ingredeints that hold the attention of the viewer. The home life of the prairie dog, for example, is a rare sight. Somehow the camera was placed underground, permitting, mysteriously, a cutaway view of the little animal's domicile. Whereas those who saw "The Living Desert" still talk about the fight between two tarantulas whose struggles resemble a square dance, with square dance music, the new audience probably will find a highlight in the fight between a pair of Rocky Mountain sheep who smash head-on against each other to the background music of "The Anvil Chorus."

Other scenes that are standouts are the birth of a buffalo calf and its efforts to stand up a few minutes after it is born; the cougar hunting food for her young; a cloudburst during which the animals seek safety; a prairie fire and the scramble of the animals to escape it; the courtship antics of prairie birds, and the struggle for survival of other animals and birds.

The color by Technicolor offers a fitting background and adds much to the scenic grandeur which covers the primitive areas and national park reserves in South Dakota, Montana, Wyoming, Colorado and Washington.

An intelligent and vivid narration written by James Algar, Winston Hibler and Ted Sears, and narrated by Hibler, helps the viewer to follow the dramatic incidents of the wildlife. An excellent musical score has been provided by Paul Smith. But the major credits must go to the photography and those who made it possible; they are Tom McHugh, James Simon, N. Paul Kenworthy, Jr., Cleveland Grant, Lloyd Beebe, Herbe Crisler, Dick Borden, Warren Garst, Murl Deusing Olin Sewall Pettingill Jr. and Stuart Jewell. Ben Sharpsteen was the associate producer, the direction was by James Algar an Lloyd Richardson did the editing, each one turning in a creditable job. All others associated with the production also can take a bow.

"The Vanishing Prairie" serves a dual purpose: excellent entertainment and instructive enlightenment; the combination confirms the usefulness and dignity of the motion picture.

Running time, 75 minutes. General classification. For August release.

A 20-minute musical cartoon fantasy, "Willie, the Operatic Whale," is being booked as a companion subject with "The Vanishing Prairie." This can rate with Disney's finest contributions in the field of short subjects.

AL STEEN

"The Gambler from Natchez"

(20th Century-Fox)

N spite of an obvious and contrived gambling story of 19th century New Orleans, this picture has the love and revenge ingredients that should guarantee it a fair share of business wherever this sort of adventure is in demand.

Dale Robertson, Debra Paget and Thomas Gomez head the cast of this attractive production by the late Leonard Goldstein. Period sets, including hotel and restaurant interiors plus some handsomely dressed ladies and gentlemen seen in frequent street scenes, enhance the proceedings.

Henry Levin's direction cannot disguise the mechanical story, but it does succeed in stimulating some of the perilous moments for all they're worth.

Officer Roberston, just returned to New Orleans after serving with Sam Houston, learns that his gambling shark father was shot because of supposedly crooked playing. Knowing that his father never played a crooked hand in his life, he swears vengeance on the killer, Kevin McCarthy, and his two cchorts, Douglas Dick and John Wengraf, who plotted the shark's death because his gambling excellence threatened to cost McCarthy his share of a riverboat operation which the two had worked out.

The first of the three scoundrels (listed on a playing card) to go is Dick, who falls to his death from a decrepit hotel ledge in flight from Roberston. The second is Wengraf, who gets his in a gun duel with the hero. And the third is McCarthy, run through by Roberston in a rapier duel started by the killer after losing his plantation plus his share of the riverboat in a card bet. Miss Paget as a fuming French girl and Gomez as her gambling father are river travelers who help Robertson to gain his aim. Miss Paget gets her man. Gerald Drayson Adams and Irving Wallace wrote the screenplay from Adams' story.

Running time, 88 minutes. General classification. Release date, not set.

Ampex Has a Stereo Speaker for Drive-in

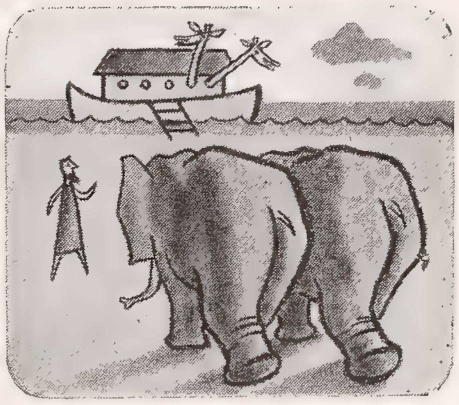
The Ampex Corp. has turned over to equipment manufacturers the drive-in loudspeaker design for which tests and experiments have been concluded, Philip L. Gundy, Eastern regional manager for the high fidelity stereophonic sound organization, stated here.

Gundy, while not naming which equipment companies will manufacture the stereophonic sound loudspeaker, disclosed that he has been appointed to head the Audio Division of Ampex with headquarters in Redwood City, Calif. He also revealed that Jim Mahon, head of theatre sales for the organization, has shifted his offices from Redwood City to Los Angeles.

Ross Sales Head for BOT Circuit Division

Wallace A. Ross, founder of television's Ross Reports, has been appointed national sales manager for Box Office Television's closed circuit conference division, it was announced here yesterday.

Ross, who is already in his new post, is preparing the first standardized rate card to be issued by a closed-circuit TV organization and it is expected to be ready within the next two weeks. He will also act as sales manager for the Sheraton closed circuit network, an operation which links 28 hotels in the U. S. and Canada. BOT is the exclusive agent for the Sheraton Hotel circuit.



EXHIBITOR'S
CORNER

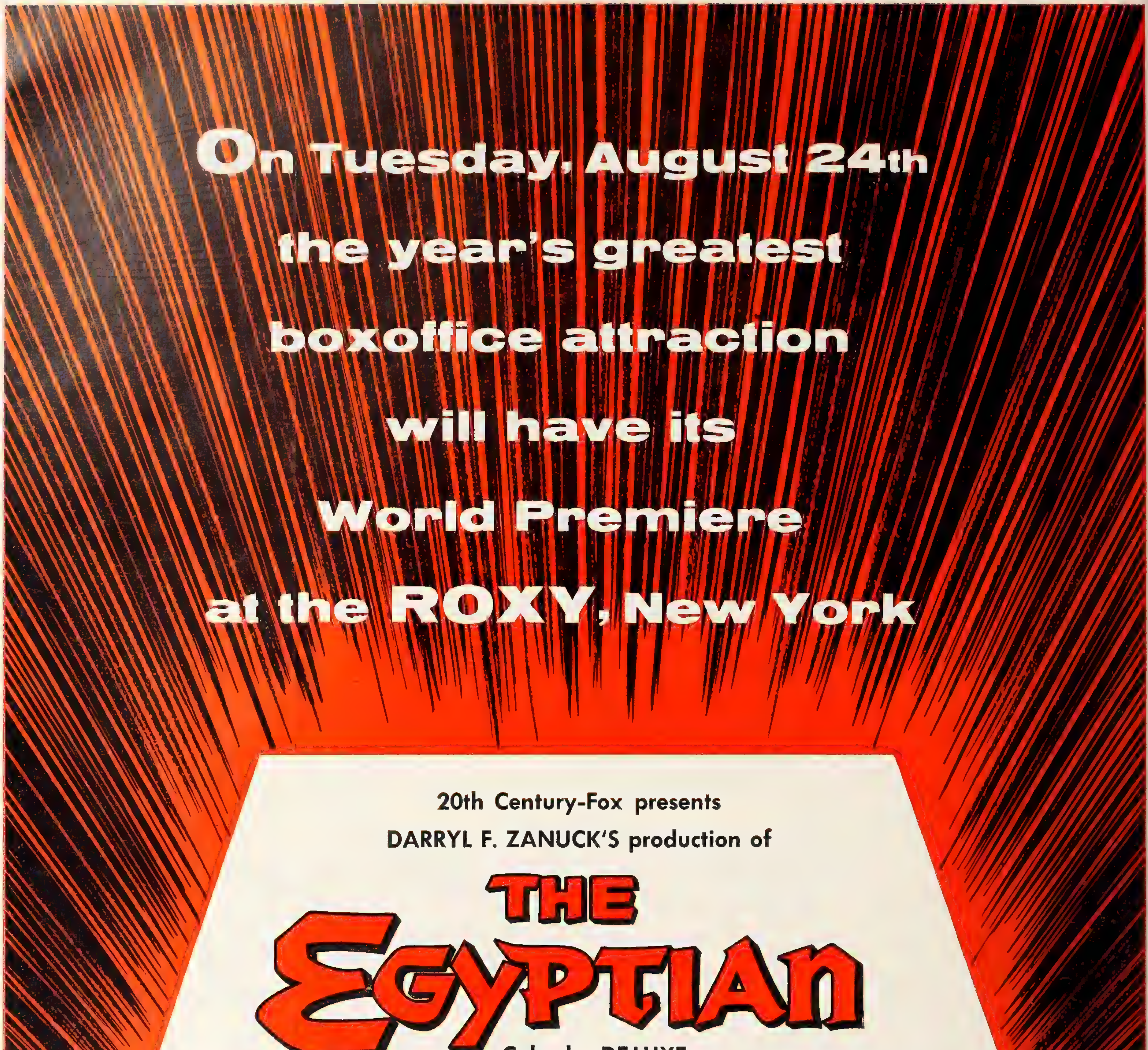
Q. WHY DO YOU NEED WIDE-ARC?

A. RCA Wide-Arc Lamps give more light per ampere than any other projection lamp! Their low carbon-burning rate also helps hold down operating costs—and special design holds maintenance costs to an absolute minimum. And for extra-efficient operation . . . "Instant Acting" ventilation keeps reflector cool and free of carbon dust, water circulator keeps overall temperature low. High speed reflector distributes light better . . . high speed positive carbon rotation provides greater arc stability. Wide-Arcs illuminate just as efficiently with either standard or Hitex carbons. They're ideal for wide screen and 3-D.

Q. WHO can show RCA Wide-Arc's extra efficiency in terms of an actual installation?

A. Your local independent RCA Theatre Supply Dealer can prove to you that RCA Wide-Arc Lamps will give all-around superior illumination in your specific wide-screen or 3-D installation.

RCA ®
RADIO CORPORATION
of AMERICA
THEATRE EQUIPMENT
CAMDEN, N. J.



On Tuesday, August 24th
the year's greatest
boxoffice attraction
will have its
World Premiere
at the ROXY, New York

20th Century-Fox presents
DARRYL F. ZANUCK'S production of

THE EGYPTIAN

Color by DE LUXE

CINEMASCOPE

Play it in 4-TRACK, HIGH-FIDELITY MAGNETIC STEREOPHONIC SOUND

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 76. NO. 25 — NEW YORK, U.S.A., THURSDAY, AUGUST 5, 1954 — TEN CENTS

Filmakers Plan Lands Para. Booking

First major booking in Filmakers' recently inaugurated "exhibitor guarantee" plan was set for Sept. 3 at the New York Paramount, where the recently completed "Private Hell 36" will world premiere during the Labor Day holiday weekend.

Deal to place this latest Filmakers release was set in a transcontinental phone conversation yesterday between Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, and Harry L. Mandell, vice-president and domestic sales manager of Filmakers.

NT Net Income For 39 Weeks $1,884,636

HOLLYWOOD, Aug. 4.—Consolidated net income for National Theatres, Inc., for the 39 weeks ended June 26, 1954 (the first three-quarters of the current fiscal year) was $1,884,636, or six cents per share on the 2,769,486 shares of stock outstanding, Charles P. Skouras, president, reported yesterday to stockholders.

This is approximately the same as the consolidated net income for the corresponding 39 weeks ended June 27, 1953, which was $1,873,521, Skouras stated.

For the 13 weeks ended June 26, 1954, the consolidated net income was $577,586, or 21 cents per share. This compares with a consolidated net income for the corresponding quarter of 1953 of $414,992, or 15 cents per share.

Net profit, less applicable income taxes, from dispositions of theatres and real estate were $57,000 in the

(*Continued on page 6*)

Kerasotes Asks Exhibitor Support For Reade Policies

ROCKFORD, Ill., Aug. 4.—All exhibitors should support TOA president Walter Reade, Jr., in his efforts to encourage independent film production and should endorse his criticism of the "exhorbitant" film rentals and the alleged unfair sales methods now being practiced upon theatre owners, George Kerasotes, vice-president of the United Theatre Owners of Illinois, declared at a regional meeting of the group held at the Faust Hotel, here.

The Illinois association, a TOA affiliate, under Kerasotes, assisted by George Gaughan of Memphis, Tenn., TOA field representative, is conducting a series of meetings throughout the state.

In an open forum, the theatre owners discussed the problems confronting exhibition and voiced deep

(*Continued on page 7*)

Keeling Heads UK Film Finance Corp.

LONDON, Aug. 4.—Sir John Keeling is to become chairman of the state-sponsored National Film Finance Corp., and also of the new company which is to be formed to take over the functions of the British Lion Film Corp. This was announced in the House of Commons.

It was reported early in June that the NFFC, which has a £3,000,000 interest in British Lion, had appointed a receiver and manager of that company and that a new company would be formed to take over the film distribution functions and organization of British Lion.

In making the announcement the Board of Trade spokesman stated that

(*Continued on page 6*)

Senate Okays Funds For Film Census

WASHINGTON, Aug. 4.—The Senate voted to appropriate $8,430,000 to take a comprehensive census next year of the film industry and other American businesses. The census would be the first since 1948. The House has refused the funds, however, and the matter must finally be decided in a House-Senate conference.

On Major Fraction Issue

NY THEATRES WIN PARTIAL VICTORY

City Enjoined From Collecting Over 5% Tax; Stay Affects Only Five Theatres

Local exhibitors won a partial but significant victory yesterday in their legal battle against the New York City tax when Supreme Court Justice Nicholas M. Pette signed a temporary injunction order enjoining the city law insofar at it attempts to impose or imposes a tax in excess of five per cent on admissions.

The order affects only the five Queens theatres which instituted the action against the city and the tax last month.

Others May Join

However, other exhibitors in the city may become parties to the action and may join it by showing cause why they are affected by the law and by posting a bond. All exhibitor plaintiffs will be required to post a bond of $250 each in connection with the order.

Exhibitor attorneys yesterday said they would attempt to ease such action on the part of city exhibitors and act as a "clearing house" in order to facilitate proceedings.

In addition to enjoining the tax's "breakage provision" which oversteps the state enabling act, it further enjoins the defendants from requiring exhibitors in the case to turn over to the city "so much of the tax heretofore or hereafter collected" as based on fractional parts of one cent, until

(*Continued on page 7*)

20th Sales Heads Here for Parleys On New Product

Al Lichtman, 20th Century-Fox's director of distribution, today will open a important two-day division and branch managers meeting in New York at which merchandising plans will be developed for Darryl F. Zanuck's "The Egyptian" in CinemaScope and other releases through the end of 1954.

Al Lichtman

Assembled at the conclave are heads of the company's domestic and Canadian sales organization, home office executives and field exploitation representatives who

(*Continued on page 7*)

Oregon Confident of Future Despite Rain, Strikes, TV

PORTLAND, Ore., Aug. 4.—Despite several adverse trends, which spelled new low grosses for Portland theatres, the leading exhibitors in the Portland trade area are among the most optimistic on the Pacific Coast. Their operations, on the whole, have been 'streamlined' with the big increase in population in this area, and their activities are expanding.

The month of June, which was cold and rainy, was one of the factors that cut deeply into the theatre grosses. This, in addition to numerous summer attractions, increased television and a strike in the lumber mills throughout Oregon, brought some operators close to their financial backlogs.

The continued bidding on big pictures, meant further uncertainty, espe-

(*Continued on page 6*)

BOT Setting Up TV Floor Show Circuit

Box Office Television is now engaged in establishing a $1,000,000 closed-circuit television network across the U. S. to service restaurants and night clubs with large-screen floor shows, it was announced here yesterday by William Rosensohn, executive vice-president for BOT.

The venture, marking the first at-

(*Continued on page 7*)

Supreme Court Told Poster Settlement Bars New Action

WASHINGTON, Aug. 4.—National Screen Service and eight major distributors told the Supreme Court that the willingness of the Independent Poster Exchange to settle an earlier anti-trust suit and to live under that settlement barred it from bringing a new suit.

Charles Lawlor and Mitchell Pantzer, partners trading as the Independent Poster Exchange, have appealed to the high court their anti-trust suit against National Screen and all major distributors. The partners charge National with a monopoly in the poster and trailer field, and declared that the major distributors aided NSS maintain this monopoly. A U. S. District Court judge and later the Third Circuit Court of Appeals unanimously ruled against the part-

(*Continued on page 6*)

Personal Mention

ERIC JOHNSTON, president of the Motion Picture Association of America, returned to Washington yesterday from Spokane.

•

Peter and Sperie Perakos, president and general manager, respectively, of Perakos Theatre Associates, were in New York yesterday from New Britain, Conn.

•

Emery Austin, M-G-M exploitation head, and Mitchell Rawson, of the publicity department, will return to New York Monday from their vacations.

•

John Murphy, in charge of out-of-town houses for Loew's Theatres, and Harry Shaw, division manager, were in Hartford yesterday from New York.

•

Herman Levy, general counsel of Theatre Owners of America, and his family, will leave here next week for Hyannis, Mass.

•

Dan S. Terrell, M-G-M publicity head, will leave here tomorrow for a vacation in the Southern area.

•

Stanley Hawes, Australian producer, is scheduled to arrive here by plane today from London.

•

Esther Williams was in New York yesterday from Hollywood, enroute to Florida.

Columbia Is Winner In Plagiarism Suit

HOLLYWOOD, Aug. 4.—Federal Judge James M. Carter today ruled in favor of Columbia Pictures in a plagiarism suit filed by Errol Aubrey Jones last January seeking $1,400,000 on the grounds that Columbia's "Anna Lucasta," which the jurist viewed before rendering his verdict, had been plagiarized in part from Jones' "Sin Sister."

Judge Carter ruled there is "no substantial similarity" between them.

See $11,000 for 'Obsession' Bow

"Magnificent Obsession," the Universal - International picture which opened at the Loew's State here yesterday, had grossed $4,000 by 5 P.M. with an estimated return of $11,000 for the day.

This tops the opening figure for "The Glenn Miller Story" at the Capitol—and beats all U-I openings on Broadway since "Naked City" played at the Capitol in 1947.

News Guild Members Studio Guests Today

HOLLYWOOD, Aug. 4. — The major studios tomorrow will be hosts to 150 members of the American Newspaper Guild who are attending that organization's 21st annual convention at the Statler Hotel.

Film Exports for 3 Months Placed at 39,000,549 Feet

WASHINGTON, Aug. 4.—U. S. film companies exported during the first quarter of this year 39,000,549 linear feet of 35 mm. positive prints valued at $1,422,879 while importing 533 foreign films for American distribution during the first four months of 1954, according to Commerce Department reports.

A breakdown by months shows that in January, 15,217,659 feet of 35 mm. positive prints were exported at a value of $613,156 while 130 overseas product were imported. In February, the film companies exported 12,921,519 linear feet of prints while importing 128 foreign features. In March, 10,861,371 linear feet of prints were exported with 151 features imported.

April Figures Not Available

Commerce Department figures on linear footage exported in April were not listed but the government bureau reported the import of 124 overseas films during that month for American distribution.

During the initial four months of 1954, the United Kingdom exported 162 feature-length pictures for the U.S. market with Hong Kong exporting 90 for the same period. In January, British imports here totaled 44, Hong Kong 19. In February, British, 58, Hong Kong 19. In March, British, 38, Hong Kong, 22. In April, British, 22, Hong Kong, 30.

The January breakdown on U. S. feature imports: Canada, two; Mexico, 32; Falkland Island, one; Sweden, one, United Kingdom, 44; Hong Kong, 19; France, five; West Germany, one; Poland, two; Spain, one; Italy, nine; Japan, 13—total, 130.

February Imports, 128

The February breakdown on U. S. feature imports: Mexico, three; Sweden, two; United Kingdom, 58; Switzerland, one; U.S.S.R., four; British Malaya, one; French Pacific Islands, one; British East Africa, one; Netherlands, two; France, three; Austria, two; Czechoslovakia, two; Italy, 10; Hong Kong, 19; Japan, 19—total, 128.

March imports were: Mexico, 19; Falkland Islands, one; Sweden, one; United Kingdom, 38; Netherlands, one; France, three; West Germany, four; U.S.S.R., one; Italy, 14; India, one; Philippines, 21; Hong Kong, 22; Japan, 21; Austria, one; Egypt, three—total, 151.

England Top Importer

April imports on overseas product: Canada, one; Mexico, 13; Bahamas, 12; Ecuador, one; Uruguay, one; United Kingdom, 22; France, four; West Germany, nine; Austria, one; Switzerland, one; U.S.S.R., one; Italy, nine; India, one; British Malaya, one; Hong Kong, 30; Japan, 15; British East Africa, one; Union of South Africa, one.

Einfeld Returning From Overseas Trip

Charles Einfeld, 20th Century-Fox vice-president, will return to New York from Europe on Tuesday, aboard the "Queen Mary" following a six-week trip to the continent setting international premieres of Darryl F. Zanuck's "The Egyptian" in CinemaScope.

Meeting with leading exhibitors, government officials and representatives of the company's international corporation, Einfeld developed a program launching the multi-million-dollar picture in principal cities of Europe shortly after its gala world premiere for the March of Dimes in New York on Aug. 24.

Gala Premieres Planned

Premiere plans set on the production are expected to surpass world-wide openings on "The Robe" because of the greater total of theatres now equipped to present CinemaScope. Openings will be attended by heads of governments, state officials and dignitaries from every field of endeavor.

In addition to charting advertising, publicity and exploitation programs for "The Egyptian," Einfeld further attended exhibitor and press demonstrations of "The Advancing Techniques of CinemaScope" where he discussed technical and production advances effected in the new medium in the past year.

16mm. 'Scope Lens Not Yet Perfected

CinemaScope pictures, which have been exhibited thus far in only 35mm. versions, have been satisfactorily reduced by 20th Century-Fox technicians so that the medium can be exhibited in 16mm. form, it was learned here yesterday.

A representative of the company stated that "while CinemaScope has been satisfactorily reduced to 16mm., Bausch & Lomb has developed several versions of 16mm. anamorphic lenses but not one has produced the desired perfection," but experiments are continuing.

Bell & Howell, which has been experimenting with CinemaScope 16mm. home films, has developed a lens which, it is claimed, can be used for projection or photography of CinemaScope films.

Senate Passes FBI Film Taboo Bill

WASHINGTON, Aug. 4.—The Senate has passed a bill to prevent motion picture companies, television producers and other entertainment firms from exploiting the name of the Federal Bureau of Investigation without specific FBI authorization. A similar bill has been approved by the House Judiciary Committee and is awaiting House action.

Attack Plan to Ban Filming Of Hearings

WASHINGTON, Aug. 4.—Spokesmen for television networks and other broadcasters today attacked proposals to ban or restrict filming and telecasting of Congressional hearings.

They testified before a Senate Rules subcommittee studying committee hearing procedures. The proposals included a complete ban on TV and radio coverage of hearings, a ban on commercial sponsorship and a proposal that no witness should be televised or photographed if he objects. Witnesses attacking the proposals included officials of CBS, NBC, ABC, DuMont and the the National Association of Radio and Television Broadcasters. The TV witnesses argued they were entitled to the same access to news afforded other media.

To Study Network Regulation

Meanwhile, the Senate Commerce Committee voted to hire two special investigators to study the question of Federal Communications Commission regulation of the networks. Committee Chairman Bricker (R., O.) has served notice he will press for such a bill next year; at present, networks are free of direct FCC control.

One-Man-in-Booth For a While in Hub

BOSTON, Aug. 2. — Exhibitors may run their projection booths with one man until further notice, according to a bulletin from Independent Exhibitors, Inc. and Drive-In Association of New England.

On July 12, the exhibitor group received an order from the Commissioner of Public Safety stating that two men are required in a projection booth.

The association is in the process of securing an injunction against this recent order, so there will be no action on the part of the Commissioner in the meantime.

$66,776 First Week 'Waterfront' Gross

By the close of business on Tuesday, Columbia's "On the Waterfront" had set a new house record for the 1,050-seat Astor Theatre here, topping the previous record-holder by more than $7,000, Columbia said yesterday. The record for the 28-year-old house had been set by "Battleground" in 1949.

Playing to virtually capacity audiences at all shows, "On The Waterfront" turned in $66,776 for the first week.

Mrs. Spodick Killed

HARTFORD, Aug. 4.—Mrs. Robert Spodick, 32, wife of the partner in Sampson & Spodick Theatres, was killed in an auto accident at Fairfield, Conn. Her husband, Robert, 32, and their son, Peter, 8, were not seriously hurt.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Seen at Premiere of 'Rear Window'

REAR WINDOW

AN exciting world premiere was held last night at New York's Rivoli Theatre for Paramount's Alfred Hitchcock production, "Rear Window," with hundreds of business, civic and social leaders joining with celebrities from stage, screen and radio-television at the gala event. Held for the benefit of the American-Korean Foundation, the opening of the Technicolor suspense thriller was sponsored by 83 distinguished Americans.

Seen arriving at the premiere were, left to right, first photo: Mrs. Howard A. Rusk, Dr. Rusk, president of the American Korean Foundation; Mrs. Spyros S. Skouras, and Mr. Skouras, president of Skouras Theatres Corp. Second photo: Russell Holman, Eastern production manager, Paramount Pictures, and Mrs. Alfred Hitchcock, wife of the producer-director of "Rear Window." Third photo: Henry Luce III; Ambassadress Clare Booth Luce, Allen Grover and Montague Salmon, managing director of the Rivoli Theatre.

Allied Units in Move for Gov't Film Action

Demand by individual units of Allied States Association for a Congressional investigation of alleged unfair sales policies by exhibitors may force the national organization to take such steps unless terms are modified, it was indicated here yesterday. Three units—Wisconsin, West Virginia and Ohio—already have passed resolutions calling upon national Allied to press for Congressional action if conferences by a special Allied committee and general sales managers fail to reach satisfactory conclusions, it was said.

It was said that each Allied unit planned to pass similar resolutions prior to the summer board meeting scheduled for later this month in White Sulphur Springs, W. Va. The meetings with the sales heads have been scheduled tentatively for the week of Aug. 16, but they will depend largely on whether there will be a sufficient number of sales managers in town to warrant the trip here by several of the Allied leaders.

One of the most forceful blasts came from Rube Shor, Cincinnati exhibitor, who called for damage suits, stating, "Let us file suits upon suits," and adding that "it's time to join in a united buying combine" or in a national boycott.

IFE Release Honored

"Bread, Love and Dreams," the Titanus production, has been named the best foreign film shown in North Africa by the Algerian Union of Film Critics, Italian Films Export announced.

Alfred Hitchcock's latest suspense film, "Rear Window," had its world premiere in a benefit performance at the Rivoli Theatre here last night, with more than 2,000 social, civic and business leaders, celebrities and members of the general public attending.

The proceeds from the Paramount Technicolor film, starring James Stewart and Grace Kelly, have been turned over to the American-Korean Foundation for relief work in Korea. One of the leading sponsors of the sell-out event was Korean president, Syngman Rhee. The picture starts its regularly-priced run today.

Among the notables at the premiere were: Mr. and Mrs. Henry C. Alexander, Miss Elizabeth Arden, Miss Janet Blair, Mr. and Mrs. O. Roy Chalk, Maj.-Gen. and Mrs. Charles W. Christenberry, Mr. John Daly, Mr. and Mrs. Roland R. DeMarco, Mr. and Mrs. George K. Garvin, Mr. and Mrs. William German, Mrs. Julia Giles, Mr. and Mrs. Bernard F. Gimbel, Mr. and Mrs. Bruce Gimbel, Mr. and Mrs. Ira Haupt, Dr. and Mrs. Henry T. Heald, Mrs. Alfred Hitchcock, Miss Emily Kimbrough and Mr. and Mrs. Maxwell A. Kriendler.

Also, Mr. Chester La Roche, Mr. and Mrs. Madison H. Lewis, Miss Monica Lewis, Col. Ben C. Limb, Mr. Joshua Logan, Mr. and Mrs. Leroy A. Lincoln, Mr. Henry R. Luce and Ambassadress Luce, Dr. and Mrs. Leonard W. Mayo, Mr. and Mrs. David Y. Namkoong, Mr. and Mrs. Whitelaw Reid, Mr. and Mrs. David Rockefeller, Mr. and Mrs. Emil Rogers, Dr. and Mrs. Howard A. Rusk, Mr. and Mrs. George P. Skouras, Mr. and Mrs. Spyros P. Skouras.

Also, Mr. and Mrs. B. W. Stanton, Mr. and Mrs. William S. Stevens, Jr., Mr. and Mrs. Arthur Hays Sulzberger, Mr. and Mrs. Martin Sweeney, Jr., Miss Carolyn Trippe, Mrs. Wendell L. Willkie, Ambassador and Mrs. You Chan Yang, Mr. and Mrs. Robert R. Young and Mr. and Mrs. Adolph Zukor.

Mutoscope Films to Edinburgh Festival

HOLLYWOOD, Aug. 4.—Films made from Mutoscope pictures of Pope Leo XIII in 1894 and 1898 will be supplied by the Academy of Motion Picture Arts and Sciences to the State Department for exhibition at the forthcoming Edinburgh Film Festival, Academy president Charles Brackett has announced.

Mutoscope was originally a card-flipping device, using five-by-three inch photographic representations which gave the illusion of motion when flashed in rapid succession.

Primrose Productions, under contract to the Academy to transfer the process to film from paper prints filed with the Library of Congress, recently devised means of transferring Mutoscope material to film.

7 Pictures Start; 7 Others Completed

HOLLYWOOD, Aug. 4.—Start of seven pictures and completion of seven spurred production at the weekend.

Beginners: "Black Prince," CinemaScope; Technicolor; "Ketchikan," "Dynamite Anchorage (A-A); "Women's Prison" (Col.); "Mad at the World" (Filmakers); "Prodigal," CinemaScope Technicolor (MGM); "Eddie Foy and Seven Little Foys," VistaVision, Technicolor (Para.).

Enders: "Atomic Kid," "Hell's Outpost" (Rep.); "Carmen Jones," Carlyle, CinemaScope; Technicolor (20th-Fox); "Black Tuesday," Goldstein; "Stranger on Horseback," Goldstein; Technicolor (U.A.); "Man Without a Star," Technicolor (U-I); "Trail of the Cat," Batjac, CinemaScope, WarnerColor).

Defer Talks on Arbitration for Few Weeks

The next meeting of the joint eight-man distribution-exhibition committee here, from which a satisfactory system of arbitration for the industry is expected to be evolved, has been put off for a few weeks, due to vacations and business activities of the group's representatives.

The "sub-committee" is composed of Al Lichtman, A. W. Schwalberg, A. Montague, Adolph Schimel, Herman Levy, Simon Fabian, Max A. Cohen, and Leo Brecher, with Charles Feldman, alternate.

Lichtman and Feldman are busily involved in preparing for home office and foreign sales meetings which will be held shortly. Schwalberg, Schimel, and Levy are on vacation or will be within the next few days. Cohen and Brecher are closely working with the exhibitor committee which is fighting the New York City five per cent tax.

Ceylon Official Calls Films Democracy Aid

HOLLYWOOD, Aug. 4.—Ceylon Ambassador Raetnakirti Gunewardine today told the Association of Motion Picture Producers that both ancient and modern cultures must stand as a barrier against Communism. The Ambassador said "religions, customs and conventions should be strengthened, for all are deterrents to this invader, but I would like also to emphasize importance of films, literature and radio—Ceylon does not have television—as strong weapons in the hands of Democratic nations."

SGT. JOE FRIDAY FOR THE FIRST

JACK W
IN THE FIRST FEATURE-LENGT
DRAGN

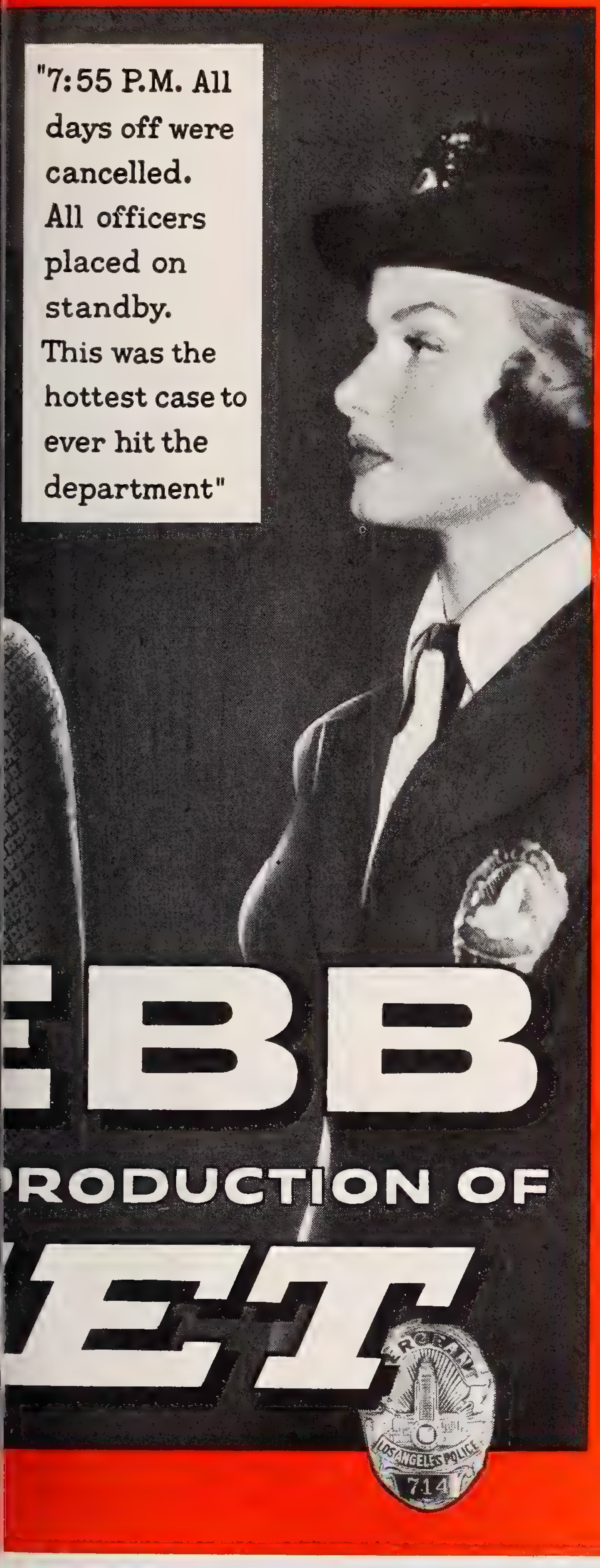
WARNERCOLOR

'Frank' is in it too!
BEN ALEXANDER
as Officer Frank Smith

WRITTEN BY
RICHARD L. BREEN

IE IN A MOTION PICTURE THEATRE !

"7:55 P.M. All days off were cancelled. All officers placed on standby. This was the hottest case to ever hit the department"


EBB
PRODUCTION OF
ET
LOS ANGELES POLICE
714

A MARK VII LTD. PRODUCTION

PRODUCED BY STANLEY MEYER

DIRECTED BY JACK WEBB

DISTRIBUTED BY WARNER BROS.

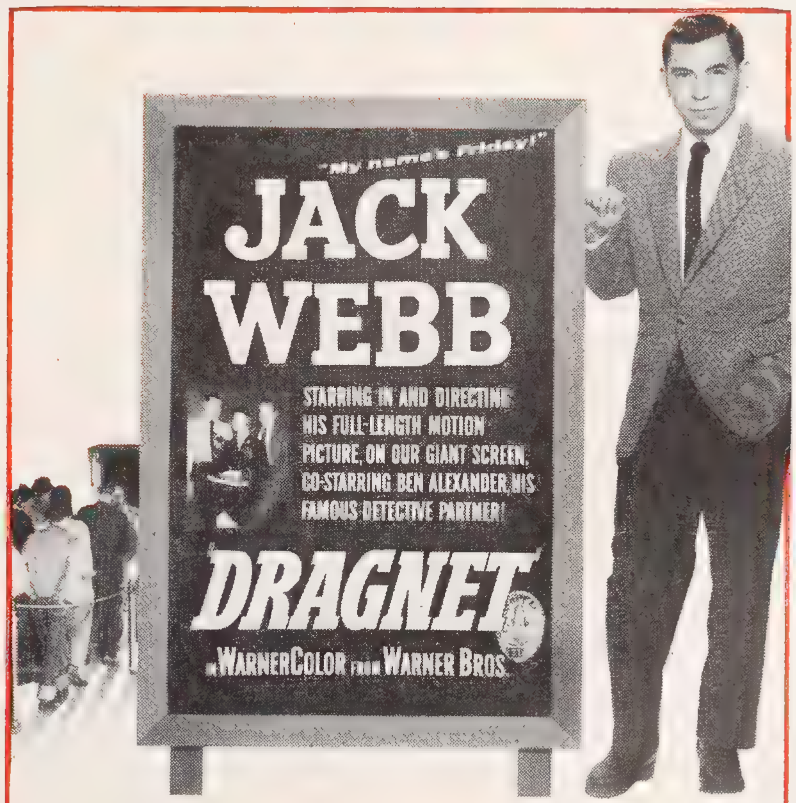
dum
da-dough
dough

FOR

LABOR DAY

FROM

WARNER BROS!


"My name's Friday!"
JACK WEBB

STARRING IN AND DIRECTING HIS FULL-LENGTH MOTION PICTURE, ON OUR GIANT SCREEN, CO-STARRING BEN ALEXANDER, HIS FAMOUS DETECTIVE PARTNER!

DRAGNET
IN WARNERCOLOR FROM WARNER BROS.

For a Lobby Advance that's really in advance, order this standee now!

Life-size, full-color with its own frame—and with a personal LP recorded message by Jack Webb. See pressbook immediately and order immediately —supply is limited!

News Roundup

Sochin 'U' Shorts

Irving Sochin, short subjects sales manager of Universal Pictures is conferring this week with U-I production executives on the company's short subject program for 1954-1955.

■

Philipson to Aid Selznick

William Philipson has been appointed executive assistant to producer David O. Selznick on Light's Diamond Jubilee TV show scheduled for Oct. 24.

■

Schine May Sell Ten Eyck

Negotiations for the sale of the Schine-owned, 400-room Ten Eyck Hotel Albany, to Sheraton Corp. are reported under way in New York.

■

Tent Show Blocked

The Toronto Variety Tent No. 28 may have to change its plans for a benefit show next fall in the Maple Leaf Gardens because of the fight between the American Federation of Musicians and the American Guild of Variety Artists. Judy Garland and Donald O'Connor were lined up to aid the benefit for the Variety Village School for handicapped boys.

Keeling Heads

(*Continued from page* 1)

the composition of the board of the new company had not yet been settled as there were a number of complicated issues still to be resolved by the NFFC and the receiver.

The president of the Board of Trade had agreed with the NFFC that it was desirable that the chairman of NFFC should also be chairman of the new company. The present chairman of NFFC, R. J. Stopford, while agreeing to this, had indicated that it would not be practicable for him personally to assume the additional burden.

N.O. Paper Praises Product Editorially

NEW ORLEANS, Aug. 4.—The following editorial from the Times-Picayune here adds to the feeling that the motion picture industry has reason for optimism these days—that it is far from breathing its last gasps. Here it is:

"Maybe it's a renaissance, or maybe the critics who said the motion picture industry was dying were wrong.

"Whatever the explanation, New Orleans' largest theatres have been doing record business at their box offices the past couple of weeks.

"'Gone with the Wind,' on another of its farewell engagements, has been packing them in—as have 'The Caine Mutiny,' 'The High and the Mighty' and, now, 'About Mrs. Leslie.'

"Perhaps this experience simply reaffirms what many veterans of show business have insisted all along, 'Give 'em good pictures and you'll draw good crowds.'"

Posters

(*Continued from page* 1)

ners in I.P.E., throwing out their case.

In a brief filed today, National Screen and the distributors pointed out that in April, 1942, Independent and other poster companies filed a similar anti-trust suit against National Screen and settled that suit about a year later; the complaint was dismissed.

Sub-License Arranged

Under settlement, Independent entered into a sub-license with National Screen to get posters which National Screen had under exclusive license arrangements and also any which the company might get under such arrangements in the future. More than six years later, the new anti-trust suit was filed, the brief asserted

The crux of the case, the high court was told today, "is the factual identity of the present claim with the prior one." The brief declared that the District and Circuit Courts were correct when they dismissed the suit because it was based on "essentially the same course of wrongful conduct of which they complained" earlier. Under well-established legal rules, the brief continued, the matter must be considered to have been adjudicated by the earlier settlement and dismissal, and the new case ruled out.

'Accepted All These Benefits'

Moreover, National Screen and the distributors declared, the partners not only accepted the sub-license from national Screen but also renewed it, and in fact, still have it. "The plaintiffs have accepted all these benefits," their brief argued, "and are therefore subject to the familiar principle that one may not accept the benefits of an arrangement and then later attack its validity."

NT Income

(*Continued from page* 1)

39-week period ended June 26, 1954, of which $31,000 is applicable to the third quarter, Skouras reported. Comparable amounts included in last year's earnings are $168,000 for 39 weeks and $104,000 for third quarter alone.

Skouras noted that attendance during the 39 weeks ended June 26, 1954 was 13.6 per cent less than in the corresponding 39 weeks last year, with one-third of the decrease due to a reduction in the number of operating theatres to 359 at June 26, 1954, 24 less than last year. The remainder of the decrease was due principally to television opening in new areas of National Theatres' operation, and to a relative shortage of pictures, it was pointed out.

Northwest Purchases Cited

Skouras also called attention to National Theatres' recent purchase of certain subsidiary companies operating 25 theatres in Oregon and Washington, previously owned approximately 55 per cent, making the present ownership almost 100 per cent. The aggregate cost, he said, was approximately $900,000.

People

Sam Rosen, executive vice-president of the Stanley Warner Corp., is on an extensive tour of Western Europe to survey additional cities for Cinerama exhibition not included in the recent announcement of Cinerama openings later this year. His itinerary includes Stockholm, Oslo, Copenhagen and Dublin. Before returning home he will have a look at motion picture production in London and Italy. Mrs. Rosen has accompanied him.

□

Bert Lytell, president emeritus of Actors' Equity, has left New York on a 22 city tour of the U.S. and Canada in conjunction with the forthcoming release of 20th Century-Fox's CinemaScope production, "The Egyptian."

□

Elmer F. Lux, head of Elmart Theatres and president of the Common Council in Buffalo, will be master of ceremonies, and Richard T. Kemper, zone manager, Dipson Theatres, will be ring master at the annual stag outing of Buffalo Bill Tent, Circus Saints & Sinners, on Monday at the Cherry Hill Country Club.

□

Cecil B. DeMille is planning to leave Hollywood for Egypt on Sept. 19 to start filming "The Ten Commandments," which he will direct and produce for Paramount in VistaVision. Actual shooting of this Technicolor picture will begin Oct. 11.

□

Blake McVeigh, publicist, has been assigned to handle the week-long program of special events preceding the premiere of W. R. Frank's CinemaScope film, "Sitting Bull," at the Elk Theatre in Rapid City, S. D., on Aug. 19. The picture is a United Artists release.

IATSE Local Sued Over 'Red' Charge

HOLLYWOOD, Aug. 4.—A libel suit, asking $250,000 damages, was filed today in Superior Court by Howard Costigan, public relations counsel and labor consultant formerly assistant to Roy M. Brewer during the latter's regime as international representative of IATSE in Hollywood, against 11 officers and members of IATSE Local 80, who are delegates to next week's IATSE convention in Cincinnati.

The suit is based on a letter issued to IATSE locals July 12 in which the plaintiff was referred to as a person "who as late as 1953 was listed in an un-American activities report as still belonging to Communist front organizations."

The complaint says the statement was "false, defamatory and libelous" and was made "with intent and design to injure, disgrace and defame the plaintiff."

The suit, filed through attorneys Mable Walker Willebrandt and D. L. Clark, demands $50,000 general damages and exemplary and punitive damages aggregating $200,000.

Oregon Views Future With Confidence

(*Continued from page* 1)

cially among the heads of large theatre chains, uncertainty regarding the sum to bid for big features, and fear that competitors would top their previous bids; thus making it necessary to substitute mediocre or old pictures.

Al Forman, head of United Pictures, reports that his theatres, for the most part, have held up well during the first half of the year, except in the Bend, Ore. area, where the lumber strike struck heavily at their box offices. He predicts a good fall business, but has no plans as yet for the Greater Movie Season, formerly put on for the fall months. It is his belief that when the Oregon unit of the Theatre Owners of America is fully organized all exhibitors will benefit by affiliating with the organization.

Art Adamson, of Favorite Theatres, small circuit operator in Oregon and Southern Washington, is most optimistic for the future of the business and continues to make improvements in his theatres, including new CinemaScope in his Canyon Theatre Drive-In.

Russell Brown, Oregon general manager for Evergreen Theatres, cites the big increase in population in the Portland area, the million dollar contracts on roads, highways and hotels and especially their new Fox million-dollar theatre, scheduled for early fall opening, as their answer to the continued prosperity of the industry in this section.

Managers and salesmen along Portland's film row cite their potential sales outlets at from 160 to 212, and the fact that there have been very few closings among the small Oregon theatres during the past three months.

These statements are corroborated by Oregon Film Service of Portland, which is making deliveries to far-flung points in spite of continued bad weather.

Manager Holland of B. F. Shearer Equipment Co. admits that in the first four months of 1954 equipment sales were very slow, but he notes a pick-up during the past 30 days, with more orders for fall and winter delivery than during the last quarter of 1953.

In addition to Oregon all leading Portland exchanges serve the exhibitors in Southwestern Washington.

FILMACK
ALWAYS GOOD!
ALWAYS ON TIME!
FOR BETTER SPECIAL TRAILERS
630 Ninth Ave. New York, N.Y.
1327 S Wabash Chicago 5, Ill.

Kerasotes

(*Continued from page* 1)

concern for the future if distribution does not try to understand the problems of exhibitors and to assist them.

The theatre men were vociferous in their complaints about the 40 per cent and 50 per cent rentals and stated that such high rentals are "threatening their subsistence and very existence." Among the specific complaints registered were:

The shortage of prints: One theatre owner reported that he had purchased six features for a Sunday playdate, but when attempting to book them, was told in each instance that "no prints are available."

Forced sale of blocks of pictures: Exhibitors reported that group sales "of an entire group, or none" was being practiced by some distributors.

Forcing of shorts with features: A number of theatre owners reported doubling of the cost of shorts and the forced inclusion of them in feature deals.

High terms retard new improvements: The theatre men concurred that the excessive rentals now being charged for current product deprives theatre owners of the revenue necessary to modernize their theatres for the new mediums.

They were unanimous in their support of the development of any practical plan the TOA leadership could promulgate to increase the product supply.

Other regional meetings will be held in Champaign, Aug. 16; Springfield, Sept. 13; Mt. Vernon, Oct. 4.

Partial Tax Victory Won

(*Continued from page* 1)

the final disposition of any appeal taken from the order.

However, the order also provides that the preliminary injunction can be stayed if the city files a notice of appeal "with all reasonable expedition." If the city fails to file a notice of appeal on or before Aug. 11, the stay against the injunction is automatically lifted. Stanley Buchsbaum, City Assistant Corporation Counsel, yesterday stated that the city will definitely file a notice of appeal before that time.

Even after the notice of appeal is filed, the city must "prosecute the appeal with all reasonable expedition" or the exhibitors may apply to vacate the stay, attorneys for the suing circuits said.

The order signed by Justice Pette is based only on the decision from the exhibitor motion for a temporary injunction filed last month. It does not dispose of the various other questions local exhibitors raise as to the invalidity of the tax law.

Trial Will Settle Issues

These include an alleged conflict with another provision of the Administrative Code and the Federal and state constitutions. These issues, motion picture counselors emphasize, will be decided upon at a full dress trial.

The order directed the calendar clerk of the Queens Supreme Court to set the case down for trial on Sept. 13, subject to the approval of the justice presiding.

The document eliminates for the time being any question as to whether the city will use tokens in order to collect the breakage. An appeal from the order must be taken to the Appellate Division, Second Department, in Brooklyn, by city attorneys.

Consent by Corporation Counsel

Thomas Bress, representing Leopold Friedman, attorney for Loew's signed the consent to the order for the plaintiffs' attorneys and Isidore Friedman, tax counsel associated with Buchsbaum, signed for the city in Judge Pette's chambers. As signed by Judge Pette, the order was consented to by the Corporation Counsel and the attorneys for the operators.

New BOT Circuit

(*Continued from page* 1)

tempt to provide an actual floor show by TV, will make it possible for clubs of moderate size to feature top name entertainment, Rosensohn stated. The new network is expected to be in operation shortly after the beginning of 1955, he said.

'Men' Bows on Aug. 11

M-G-M's "Her Twelve Men" will open at the Trans-Lux 60th Street Theatre here on Aug. 11. The color feature has Greer Garson and Robert Ryan in the leading roles.

20th Officials

(*Continued from page* 1)

will hear first an address of welcome from president Spyros P. Skouras.

Following Skouras' remarks, the meeting will devote itself to the handling of Zanuck's first personal production in the new medium, with discussions led by Lichtman and executive assistant general sales manager W. C. Gehring, assistant general sales manager Arthur Silverstone, Eastern sales manager Glenn Norris and Western sales manager Alex Harrison.

Representing vice-president Charles Einfeld at the meeting are Rodney Bush, exploitation manager; Edward Sullivan, publicity manager; and Abe Goodman, advertising manager. Emanuel Silverstone vice-president of 20th Century-Fox's International Corporation, and Leslie F. Whelan, director of foreign advertising and publicity, also are in attendance.

'Egyptian' to Be Screened

Deliberations will be culminated by a special screening of "The Egyptian" scheduled for this afternoon in the company's home office little Theatre.

Other pictures to come up for discussion will be "A Woman's World," Walter Wanger's "The Adventures of Iajji Baba," "Desiree," "White Feather" and Irving Berlin's "There's No Business Like Show Business."

Panoramic Production's "A Life In The Balance," "The Raid," "The Gambler From Natchez" and "Princess of the Nile," all standard releases, also will be covered at the sessions.

You are cordially invited to attend the

Premiere Trade Demonstration

of the superb new

HILUX VAL

VARIABLE ANAMORPHIC LENS

on Tuesday morning, August 10th, at eight-thirty sharp

at the Paramount Theater

Times Square • New York

PROJECTION OPTICS CO. • ROCHESTER, N. Y.

"ON THE WATERFRONT"

$66,776.

IN ONE WEEK

at the

1050 seat

Astor Theatre, New York!

**SETTING A NEW ALL-TIME
BOXOFFICE RECORD IN THE
28-YEAR HISTORY OF THE ASTOR,
THE HOUSE THAT HAS PLAYED
THE INDUSTRY'S TOP PRODUCTIONS!**

Columbia Pictures presents

MARLON BRANDO "ON THE WATERFRONT"

An Elia Kazan Production co-starring **Karl Malden** · **Lee J. Cobb** with **Rod Steiger** · **Pat Henning**
and introducing **Eva Marie Saint** Produced by **Sam Spiegel** Screen Play by **Budd Schulberg**
Music by **Leonard Bernstein** Directed by **Elia Kazan**

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 76. NO. 26 NEW YORK, U. S. A., FRIDAY, AUGUST 6, 1954 TEN CENTS

Available Soon

Exhibitors Will Get Two More 'Scope Reels

To Describe Sound, Lens And Forthcoming Films

Two specially-produced CinemaScope reels soon to be available, without cost, to exhibitors, are being prepared by 20th Century-Fox, it was disclosed yesterday by Al Lichtman, director of distribution, at the opening session of a two-day sales meeting here to develop a merchandising program for company features to be released between now and the first of the new year.

Addressing domestic and Canadian sales heads, field exploitation representatives and home office executives, the sales head stated that the first reel will run for nine minutes and deal with the advantages of high fidelity directional magnetic stereophonic sound. The reel, portions of which

(*Continued on page* 3)

Warns of Additional 'Salt of Earth' Films

WASHINGTON, Aug. 5.—Rep. Donald Jackson (R., Calif.), in another attack on the film "Salt of the Earth," warned the House that there will "quite likely be additional productions forthcoming in the near future from the same sources."

Jackson, a member of the Un-American Activities Committee, said that despite favorable reviews of the film in papers in some cities, it still remained "Red propaganda" and "not in the best interests of the U. S."

He pointed out that the film had

(*Continued on page* 6)

RKO's Milton Maier Resigns Post Here

Milton L. Maier, general manager of the real estate department of RKO Theatres and an officer of the circuit, yesterday announced his resignation effective today.

Maier has been with the RKO organization for 26 years, having joined the B. F. Keith Corp. as a legal staff member. For 21 years he was counsel to the real estate department, ultimately becoming general manager. He was active in negotiating many of the RKO real estate properties.

After a brief vacation, it is expected that he will announce his future plans.

Latest Installation Figures on 'Scope

During the first day's session of 20th Century-Fox's two-day division and branch managers' meeting here yesterday, director of distribution Al Lichtman declared that as of the end of July, 6,643 theatres in the U. S. and Canada were equipped for CinemaScope projection.

Of the 6,643 houses now equipped, Lichtman said, 3,293 were utilizing four-track magnetic stereophonic sound; 368 were playing CinemaScope pictures with sound mixtures; 128 were equipped for one-track magnetic sound, and 5,925 were equipped with single-track optical sound.

IFE's First Sales Meeting on Today

I.F.E. Releasing Corp.'s first national sales convention will get under way today at the Hotel Edison, where home office executives will welcome division managers, district managers and salesmen.

Daily meetings and screenings will be held through Tuesday. Highlighting the screening schedule will be the showing of "Aida," "Hurdy-Gurdy" and "Theodora, Slave Empress."

Among those attending the convention will be Seymour Schussel, Phil Levine, Sal Di Gennaro, Mike Siegel, Al Herman, Dave Leff, Alex Cooperman, Joseph Nercesian, John Jarvis, David Williams, Glenn Fannin, S. B. Zimmerman, Mark Goldman, Murray Baker, Bernard McCarthy and Samuel Chernoff.

Finalize Plans for Theatre Telecast of Title Bout by TNT

Plans for a closed-circuit telecast of the Sept. 15 Marciano-Charles championship fight direct from Yankee Stadium to theatres throughout the country were completed at a meeting yesterday by James D. Norris, head of the International Boxing Club, and Nathan L. Halpern, president of Theatre Network Television, Inc.

This telecast is the 70th major sports, entertainment and business presentation by TNT. It is also the 11th in a series of championship bouts televised by the company in cooperation with the I. B. C.

The presentation, according to Halpern, will probably establish a new world's record for paying spectators to any sports or special event. It will not be seen on home television sets. The number of theatres subscribing to the telecast has not been determined.

The original encounter between the fighters was shown in 61 theatres located in 45 cities from coast to coast, with only metropolitan New York and New England blacked out.

Allied Artists Parley Slated Here Aug. 20

Morey Goldstein, vice-president of Allied Artists, will hold a sales meeting here on Aug. 20 to perfect sales plans for "Human Jungle" and other forthcoming releases. Attending will be Edward Morey, P. R. Goldhammer, James Prichard, Harold Wirthwein, John C. Flinn and Harry Goldstein.

New Media, Better Product

Public Interest in Films Increases in N.O. Area

NEW ORLEANS, Aug. 5.—Theatre business in the New Orleans trade territory, which covers Louisiana and parts of Mississippi, Florida, Alabama and the city of Texarkana, Tex., is on the upswing, with the increase particularly apparent in the theatres that have converted to the new techniques. The reduction in the admission tax and the better quality of product are given as the reasons for the improved conditions.

Producer-advertising in the national magazines is given credit, too, for the spurt in public interest, especially by those exhibitors who have not yet installed CinemaScope or other new techniques. They report that patrons ask them such questions as, "When are you going to show all these new

(*Continued on page* 3)

Grainger, Raftery Upheld in Shea Case

Bronx Surrogate Court Justice Christopher McGrath yesterday handed down a decision in the Shea estate case awarding the defendants Edmond C. Grainger and Edward C. Raftery the sum of $60,000 in commissions.

In addition, the trustees of the estate

(*Continued on page* 6)

Blanket Ruling

Other N.Y.C. Theatres May Join Tax Suit

Circuit Lawyers to Meet Today to Discuss Issue

With an injunction order signed, temporarily curbing the city's power to collect the amusement tax over its five per cent limit, attorneys for five suing Queens theatres will meet with City Assistant Corporation Counsel Stanley Buchsbaum today to pave the way for other exhibitors who wish to join the suit.

At present the temporary injunction barring collection of the disputed portion of the tax affects only RKO's Flushing Theatre, Loew's Willard Theatre, Century circuit's Community and Queens theatres, and Brandt's Strand Theatre.

Other city operators may become parties to the action and may join it by showing cause to the Supreme Court, Queens, why they are affected by the law and by posting a $250 bond.

The motion picture counsels today

(*Continued on page* 3)

Decca Six-Month Net Up to $1,204,288

Consolidated net earnings of Decca Records, Inc., for the six months ended June 30, including the company's share of undistributed earnings of its subsidiary, Universal Pictures Co., Inc., amounted to $1,204,288, equal to 75 cents per share on 1,602,501 outstanding shares of capital stock. On June 30, Decca owned 718,585 shares of Universal common representing approximately 73 per cent of the motion picture company's outstanding common stock.

In the corresponding period of 1953,

(*Continued on page* 6)

$400,000 for 'Wind' Here in 67 Days

"Gone With the Wind" completed a 67-day continuous performance at Loew's State on Broadway with a gross of approximately $400,000, according to M-G-M.

The only other film to run that long at the State was "Annie Get Your Gun," which in the same tenure grossed about $100,000 less than "Gone With the Wind," M-G-M said. The latest gross figure is an all-time mark for the theatre for that amount of time, it was said.

Personal Mention

HAL WALLIS, president of Hal Wallis Productions, will leave New York today for England on the "United States."

•

PAUL RICHRATH, home office assistant to JOHN P. BYRNE, M-G-M Eastern sales manager, has returned to his office following an illness of several weeks.

•

SOL SCHREIBER and LEONARD POLLACK, of the Loew's home office, have returned from vacations in upstate New York.

•

HAROLD J. MIRISCH, Allied Artists vice-president, will sail for Europe today aboard the "United States."

•

ERNEST EMERLING, Loew's Theatres advertising-publicity head, is in London, Ont., from New York.

•

IRVING H. GREENFIELD, Loew's attorney, has returned to New York from a trip to Europe and Israel.

•

JUDY GARLAND will arrive here tomorrow from Hollywood enroute to Paris.

•

HENRY EHRLICH, producer, arrived in New York yesterday from Mexico City.

•

BEN SHRIFT, president of MacDonold Enterprises, is due in New York Monday from England.

•

DAVE BLUM, head of publicity for Loew's International, is in Mexico from New York.

•

RICHARD BURTON has left New York for Hollywood.

•

MONA FREEMAN has arrived here from Hollywood.

•

THELMA RITTER has returned to Hollywood from New York.

To Show Pathe's 'Eager Minds'

"The Eager Minds," a 27-minute color film on electrical progress produced for the Light's Diamond Jubilee Committee by RKO-Pathe studios, will have three preview showings for newspaper and trade paper representatives on Tuesday afternoon at the Johnny Victor Theatre in the RCA Exhibition Hall, here.

Produced for showings throughout the country this year in celebration of the 75th anniversary of Edison's invention of the electric light, "The Eager Minds" presents both the past achievements and the future promise of electrical living. Starting with Edison's invention of the electric light, the film's coverage includes such developments as the solar battery announced by Bell Labs only a few months ago. Some of the electrical devices shown in the film are said to be presented on the screen for the first time.

Makelim Addresses Oregon Exhibitors

Hal Makelim will present his production plan to the Oregon Theatre Owners at its first annual meeting to be held in Portland on Monday at the Benson Hotel.

Makelim last week explained the setup for the production of 12 pictures to exhibitors in the Seattle territory.

Greek Church Film To Bow on Sunday

HOLLYWOOD, Aug. 5.—"Divine Liturgy of St. John Chrysostom," a 45-minute educational religious film in sound and color produced by Hellenic Orthodox Youth, and scheduled for showings throughout the nation under the auspices of the Greek Orthodox Youth of America, will be given a benefit premiere Sunday afternoon and evening at the Carthay Circle Theatre. Use of the house has been donated by National Theatres president Charles P. Skouras for the occasion.

The film, in which the seven Sacraments of the Greek Orthodox Church are treated briefly, was photographed in the St. Sophia Cathedral.

'Apache's' 45-Date Gross, $220,000

"Apache," the Hecht-Lancaster Technicolor Western, grossed $220,000 in the first three days of a 45-theatre saturation run, reported to be the largest gross ever coined by a United Artists release in the Chicago area, according to William J. Heineman, vice-president in charge of distribution for UA.

Key houses where the film has set new marks include the Mayfair in New York, the Roosevelt in Chicago, the Mastbaum in Philadelphia, the United Artists in San Francisco, the Palms in Detroit, Loew's State in New Orleans, Loew's Penn in Pittsburgh, Loew's Orpheum and State in Boston and Loew's Poli in Hartford.

Says 'No' to 'Flat Look'

Fashion editors of woman's magazines and apparel trade papers met at the Hotel Delmonico here to meet Universal-International fashion designer Bill Thomas, who is touring key cities on behalf of the advance promotion of "Magnificent Obsession." Asked about the challenge presented to American fashions by the Christian Dior "flat look," Thomas took the position that the style would definitely not appeal to American women, who have been "figure-conscious" too long to accept a design that ironed out natural curves.

Mrs. Helen Brandt, 45

Funeral services will be held here today for Mrs. Ruth Brandt, sister of William, Harry, Louis and Bernard Brandt and Mrs. Jack Heyman, who died Wednesday night. Mrs. Brandt, who was 45, was active in many industry charities. A daughter, Joyce Helen, also survives.

First New House in 26 Years in Portland

FORTLAND, Ore., Aug. 5.—The new Fox Theatre, first motion picture house to be opened here in 26 years, and the first to be built specifically for CinemaScope, will have its invitational christening Thursday, with Charles P. Skouras and a number of film celebrities on hand for the official ceremonies.

The size of the screen for the million-dollar theatre is 32 feet high and 63 feet wide, the second largest in the country. The equipment includes four stereophonic sound channels, three sets of directional stage speakers and 16 auditorium speakers. VistaVision and Magna can reportedly be shown with no distortion. The theatre has 1,536 seats and a huge cooling plant.

Name Charles Moss To Epilepsy Board

Charles B. Moss, president of the B. S. Moss Corp. and of Macon Amusement Corp., operators of the Criterion Theatre here, has been elected to the board of directors of the Variety Club Foundation to Combat Epilepsy, according to an announcement made yesterday by William J. German, president of the Foundation. The board now consists of George Brandt, Russell V. Downing, Edward L. Fabian, German, Mrs. Seymour D. Hesse, Dr. H. Houston Merritt, Walter Reade, Jr., and Richard Walsh.

The Foundation supports the Variety Club Clinic for Children with Epilepsy at the Columbia-Presbyterian Medical Center and is conducting a continuing educational campaign for a better public understanding of epilepsy.

Legion Reviews 14; One 'C,' 2 'B,' 11 'A'

Fourteen pictures are reviewed in the latest listing of the National Legion of Decency. Of this group, the Danish film, "We Want a Child," was placed in Class C, and two pictures: "Susan Slept Here" and "Ugetsu," were listed in the "B" category.

Of the remaining 11 productions, all placed in Class A, seven are in Section 2 and four in Section 1. In Section 2 are "Apache," "Dawn at Socorro," "A Day out of Life," "Garden of Evil," "King Richard and the Crusaders," "The Law and Billy the Kid" and "The Little Kidnappers." "Garden of Evil" had previously—and erroneously—been placed in Class A, Section 1.

The four pictures in Class A, Section 1, of the current listing are "The Littlest Outlaw," "The Malta Story," "Return from the Sea" and "Two Guns and a Badge."

'U' Sets New Title

"High and Dry" will be the American release title of the J. Arthur Rank film which was originally titled "The Maggie" and subsequently changed by Universal Pictures, the U. S. distributor, to "Tale Of A Tub," it was announced yesterday.

New Sales Setup for National Carbon Co. In Eastern Division

National Carbon Co. has announced the following sales organization appointments affecting the Eastern division offices with headquarters in New York.

H. V. Baker, formerly manager of the Atlanta sales district, will become Eastern regional manager, automotive products sales, in charge of the New York, Pittsburgh and Atlanta Divisions.

D. K. Harrison, formerly assistant manager of the Pittsburgh sales district, will become Eastern regional manager, battery products sales, in charge of the New York, Pittsburgh and Atlanta divisions.

Summerell Moving to New York

G. C. Summerell has been appointed division manager in charge of automotive products sales. Summerell comes to New York from Boston.

C. A. Lovgren, formerly assistant district manager, is now division manager in charge of carbon products sales.

H. J. Harlow, formerly assistant district manager, will become division manager in charge of battery products sales.

Neil Croarkin, formerly assistant district manager in New York, has been appointed Mideastern division manager in charge of battery products sales. Croarkin will have his new headquarters in Pittsburgh.

Chapman Sales Head Of National Carbon

National Carbon Co., has announced the appointment of C. J. Chapman to the position of general sales manager of industrial products. Chapman will be located in the company's general offices in New York, and will direct sales activities on the company's carbon and graphite electrodes, projector carbons, carbon brushes, signal cells and chemical and metallurgical carbon products.

He joined National Carbon in 1936 as a salesman in the Eastern district.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"SEVEN BRIDES FOR SEVEN BROTHERS"
in CINEMASCOPE starring
JANE POWELL - HOWARD KEEL
Color by ANSCO - An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

STARTS TOMORROW
WARNER BROS. PRESENT
JEANNE CRAIN ◊ DANA ANDREWS ◊ DAVID FARRAR
DUEL IN THE JUNGLE
Color by TECHNICOLOR • A MOULIN PRODUCTION
COOL PARAMOUNT
BROADWAY at 43rd ST.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

New Orleans

(*Continued from page* 1)

big-screen pictures?" Those exhibitors say that their patrons have become aware, through newspapers and magazines, that something bigger and better is being offered by the theatres than has been offered in previous years. Theatre supply dealers report that orders for new medium equipment are increasing by "leaps and bounds."

Berenson Criticize Terms

Abe Berenson, president of Allied Theatre Owners of the Gulf States, however, declared that "even though the business is increasing, it isn't as profitable for the exhibitor as it should be because of high percentage terms," adding that "we are keeping our fingers crossed, looking forward to an amicable deal with the distributors."

Asa Booksh, manager of the RKO Orpheum here, said that the reduction in admission taxes is bringing in more entire families than were seen last summer. Teen-agers have told him that they are bored with "old-time movies on television" and that they are re-acquiring the theatre habit.

Max Connett, who operates a string of theatres in Mississippi, said that his patrons stayed home during the period that they were paying for their television sets, but that now that payments apparently were completed, the people were coming back to the theatres to see the pictures they've been hearing about.

Optimism Seems General

Others who confirmed the opinions of their fellow-exhibitors were A. J. Broussard, veteran exhibitor of the area; Don Stafford, head of Dixie Theatres Corp., and Page Baker, head of Theatres Service Co.

Only a few of the neighborhood exhibitors have complained about business this summer being below that of last year.

'Scope Reels

(*Continued from page* 1)

were contained at the full-hour demonstration picture, will show to audiences how the new sound proceess is being utilized in CinemaScope productions. It further contains side-by-side comparision between four-track stereophonic sound with regular optical sound. Prints of the first clip will be available the end of August, Lichtman said.

The second reel, running time of which is 20 minutes, deals with the new designs of camera "taking" lens developed by Bausch & Lomb and its use in the company's upcoming release line-up. Greater clarity of screen image and depth of focus will be shown in the reel, narrated by 20th Century-Fox production head Darryl F. Zanuck.

Product to Be Described

A detailed roster of upcoming releases, numbering several property acquisitions not featured in the recent "The Advancing Techniques of CinemaScope," will be described in the subject.

Filming a third reel, an educational subject designed expressly for theatre projectionists and describing the best ways for presenting CinemaScope, also was announced by Lichtman. This clip will suggest methods of proper handling of sound levels, focusing and related aspects of CinemaScope projection.

New Philadelphia Distribution Firm

PHILADELPHIA, Aug. 5.—Exploitation Productions, Inc., new company for the distribution of motion pictures on a national basis, has been formed here.

EPI will be devoted to the handling of special films produced both here and abroad, every one of which will be packaged with both national and local promotion campaigns geared to top grosses, company officials announced.

Named as officers for the new production company were: Louis W. Kellman, president; Jack H. Harris, vice-president; and Michael Freedman, treasurer.

Kellman Heads Laboratory

Kellman heads News Reel Laboratory, a producing organization serving newsreels and TV networks. Freedman, former circuit operator, heads Comprehensive Service. Harris, now EPI sales manager, guides his own distributing outfit in Philadelphia.

Bunch Scenes From Hits for TV Show

Titled "Bits from the Hits," a TV film subject showing clips from current top productions will be telecast over WCBS' Channel 2 here next Wednesday night under the sponsorship of the Hoffman Beverage Co. It is believed to be the first time that a large group of pictures will have been seen on a single television program.

Among the pictures from which scenes will be televised are "The Caine Mutiny," "On the Waterfront," "Living It Up," "Rear Window," "Valley of Kings" and "Apache."

Cooperating in the program are Columbia, United Artists, Warner Brothers, Allied Artists, Paramount, Universal, M-G-M and RKO Radio.

Early Bird 'Leslie' For Buffalo Ladies

BUFFALO, Aug. 5. — "About Mrs. Leslie," will open here tomorrow at 7 A.M. for a special Ladies Early Bird Show. Doors will open at 6:30 A.M. Free taxi service for patrons has been arranged. There also will be a free breakfast of doughnuts and coffee, served in the lobby before the show. The show will be over at 8:40 A.M., so that those attending can get to their jobs on time. The special show has been widely advertised.

Tax

(*Continued from page* 1)

will attempt to arrange with the city for blanket ruling which would permit all exhibitors, who express the desire, to join the suit without a formal court ruling. The controller is empowered to issue such a ruling which would circumvent the court action.

Whether or not the city agrees to such an arrangement, plaintiffs' attorneys are currently considering legal procedures which would facilitate the entrance into the case by exhibitors throughout the city. They said they would attempt to ease such action on the part of city exhibitors and act as a "clearing house" in order to facilitate proceedings.

Buchsbaum Move Expected

Meanwhile, Buchsbaum was momentarily expected to issue a notice of appeal against the temporary injunction with the Appellate Division, Second Department, in Brooklyn. The corporation counsel was in conference yesterday with his staff discussing the particulars of the case before further action.

Review

"Duel in the Jungle"

(*Moulin-Warners*)

ALTHOUGH the South African location filming in this latest jungle film, which stars Dana Andrews, Jeanne Crain and David Farrar, is the picture's most attractive selling point, many will feel that it is rarely on a par with the visual magnificence of other recent safari adventures. And the story chosen to move about in the foreground threatens to outdo Pearl ("Perils of Pauline") White a good portion of the time.

However, the numerous thrills, turned on and off with mechanical swiftness, should provide a shiver and a shake for even the seasoned veteran, and at the same time guarantee "Duel" box office success.

The greater portion of the script is spent in having Andrews, an insurance man, convince Miss Crain that her fiance, Farrar, is not dead as reported, but is a scoundrel cheating on his million-dollar policy. Since Farrar is biding his time in the jungle, in between diamond-hunting expeditions, this serves as ample reason for a safari in Technicolor, all of which starts about 45 minutes after the film opens.

Along the way, audiences will appreciate what it's like to have a pesty monkey in the back of the jeep, leaving a trail of one's belongings along a dirt road. They will also witness a beautiful waterfall with a rainbow in the spray plus a thundering elephant charge and a herd of loping kangaroos. Add some brightly painted Africans who dance, but not too brightly this time, as well as lions, leopards and snakes in triplicate—with a special feeling for Miss Crain.

Things come to a climax when, after having found the diamond hunter, the latter tries to arrange an accidental death for Andrews in a lion hunt. After this fails, Andrews and Miss Crain attempt escape in the jungle, but Farrar closes in on the hero and a lion and a leopard close in on the lady. The beasts are done in, Farrar is arrested and Miss Crain turns loving eyes to Andrews. Mary Merrall does a delightfully daffy bit as Farrar's mother.

Produced by Marcel Hellman and Tony Owen, the film was directed by George Marshall from a script by Sam Marx and T. J. Morrison.

Running time, 102 minutes. General classification. For release, August 24.

Futter Going Abroad To Contract Dealers For Vidoscope Lens

In order to meet reported worldwide exhibitor requests for the Vidoscope anamorphic and wide-screen lens, Walter Futter will leave New York for Europe next week in an effort to increase lens production in Germany and to establish sales organizations in a number of foreign territories.

Futter, who is the sole distributor of Vidoscope lenses, stated here yesterday that over 2,000 pairs of anamorphic lenses have been imported for U.S. exhibitors. "Orders on hand at present double my normal August shipment and my September allotmen," he said.

Reports 'Acclaim'

A former film producer, director and writer, Futter stated that "Vidoscope anamorphic lenses have received high acclaim from exhibitors throughout the world."

Besides attempting to increase production of lenses in Germany, Futter will also set up sales offices to handle distribution of Vidoscope anamorphics wherever American-made projectors are installed. "I have received inquiries from equipment dealers throughout the world asking for the sole sales rights to the lenses in their areas," he said. "During my trip, I will meet with my correspondents and finalize distribution agreements," he said.

Ohio ITO Preparing Censor Edict Appeal

COLUMBUS, Aug. 3. — In the wake of the 22-page decision by Ohio's Judge Ralph Bartlett (Franklin County Common Pleas) against an injunction aimed at the state censor board by RKO Radio Pictures, Independent Theatre Owners of Ohio, Martin Smith and Horace Adams—a decision upholding the constitutionality of Ohio's censor laws — Robert Wile, executive secretary of the Theatre Owners group, said that the Bartlett decision will be appealed immediately to the district court of appeals. It will be taken to the Ohio Supreme Court if necessary, he added.

The group will fight the judge's conclusion that neither the 40-year-old law nor the collection of fees violates any provision of Federal or state constitutions. The fees do not constitute a tax, he said, as claimed by plaintiffs.

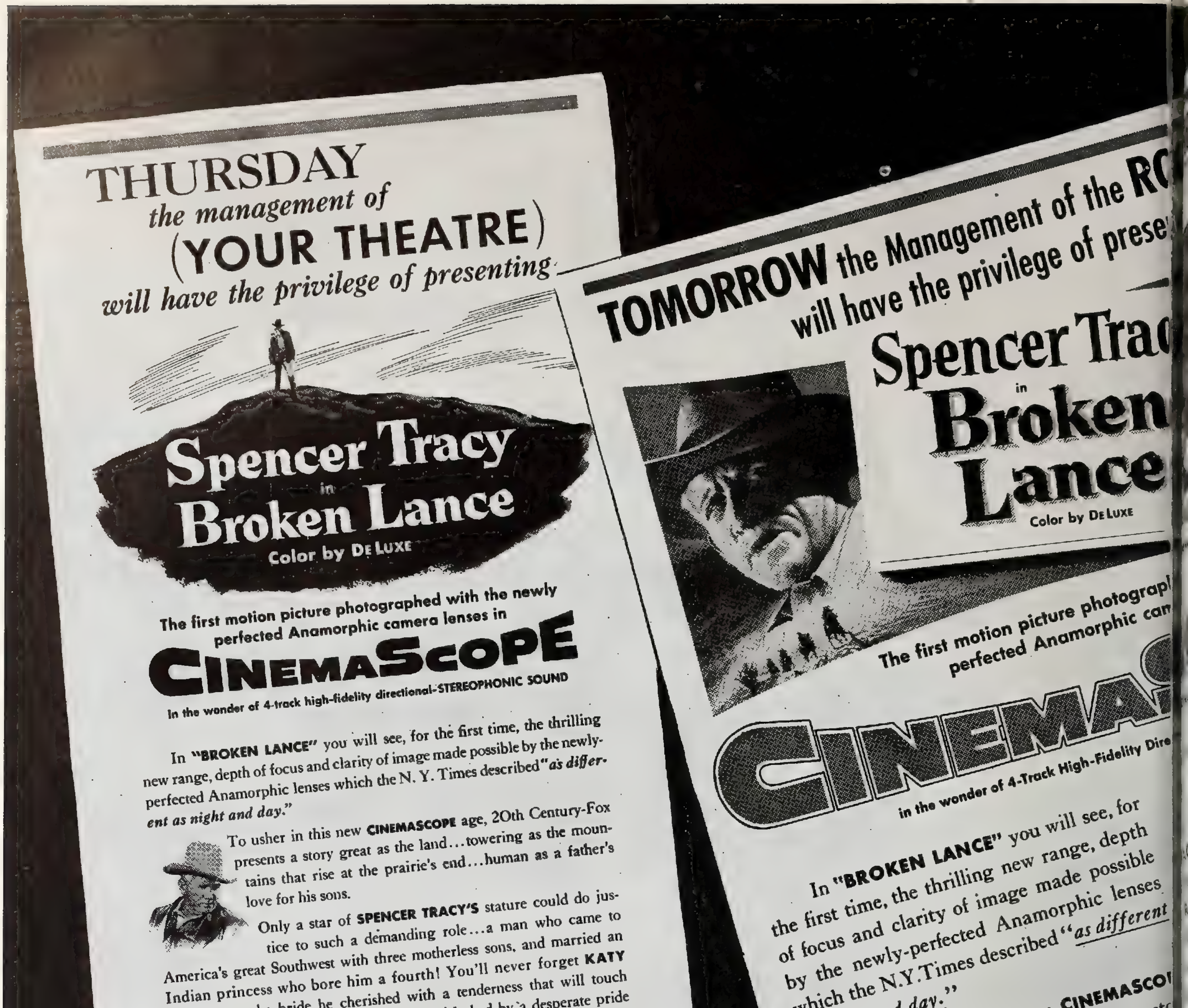
The case may be heard in appeals court early in October, Wile revealed.

'Sitting Bull' Stars To Attend Premiere

HOLLYWOOD, Aug. 5. — Dale Robertson, J. Carrol Naish and Mary Murphy, the stars of United Artists' "Sitting Bull," will go to Rapid City, S. D., to headline the world premiere ceremonies there on Aug. 19 for the CinemaScope color picture.

The stars of the first independently-produced CinemaScope film will make personal appearances at the Elk Theatre opening that will highlight the four-day "Range Days Celebration" which annually draws tourists and visitors to Rapid City.

From Pierre, S. D., yesterday, Governor Sigurd Anderson extended an invitation to Governor Norman Brunsdale of North Dakota to attend the premiere of "Sitting Bull."



THURSDAY
the management of
(YOUR THEATRE)
will have the privilege of presenting

Spencer Tracy
in
Broken Lance
Color by DE LUXE

The first motion picture photographed with the newly perfected Anamorphic camera lenses in

CINEMASCOPE

In the wonder of 4-track high-fidelity directional-STEREOPHONIC SOUND

In **"BROKEN LANCE"** you will see, for the first time, the thrilling new range, depth of focus and clarity of image made possible by the newly-perfected Anamorphic lenses which the N. Y. Times described *"as different as night and day."*

To usher in this new **CINEMASCOPE** age, 20th Century-Fox presents a story great as the land...towering as the mountains that rise at the prairie's end...human as a father's love for his sons.

Only a star of **SPENCER TRACY'S** stature could do justice to such a demanding role...a man who came to America's great Southwest with three motherless sons, and married an Indian princess who bore him a fourth! You'll never forget **KATY JURADO** as the bride he cherished with a tenderness that will touch every heart! Driven by love of family and lashed by a desperate pride to reach unattainable heights, this empire builder sacrificed everything in life to give his sons a heritage of courage to live up to...but they failed him...*all except one—the half-breed!*

The stellar cast of **"BROKEN LANCE"** includes **RICHARD WIDMARK** as the rebellious eldest son, who refused to bow to his father's will, **ROBERT WAGNER** as the half-breed, who inherited his father's strength, and **JEAN PETERS** as the governor's daughter, who defied convention to love him!

lere is the kind of motion picture that made the screen the greatest ainment medium on earth—that made the motion picture theatre musement center of the world.

We urge you to see "Broken Lance." We believe it will be one of the most memorable films you have ever seen. To miss it would be to deny yourself one of the truly stirring emotional experiences of your lifetime.

Manager

TOMORROW the Management of the RO
will have the privilege of prese

Spencer Trac
in
Broken
Lance
Color by DE LUXE

The first motion picture photograp
perfected Anamorphic can

CINEMA

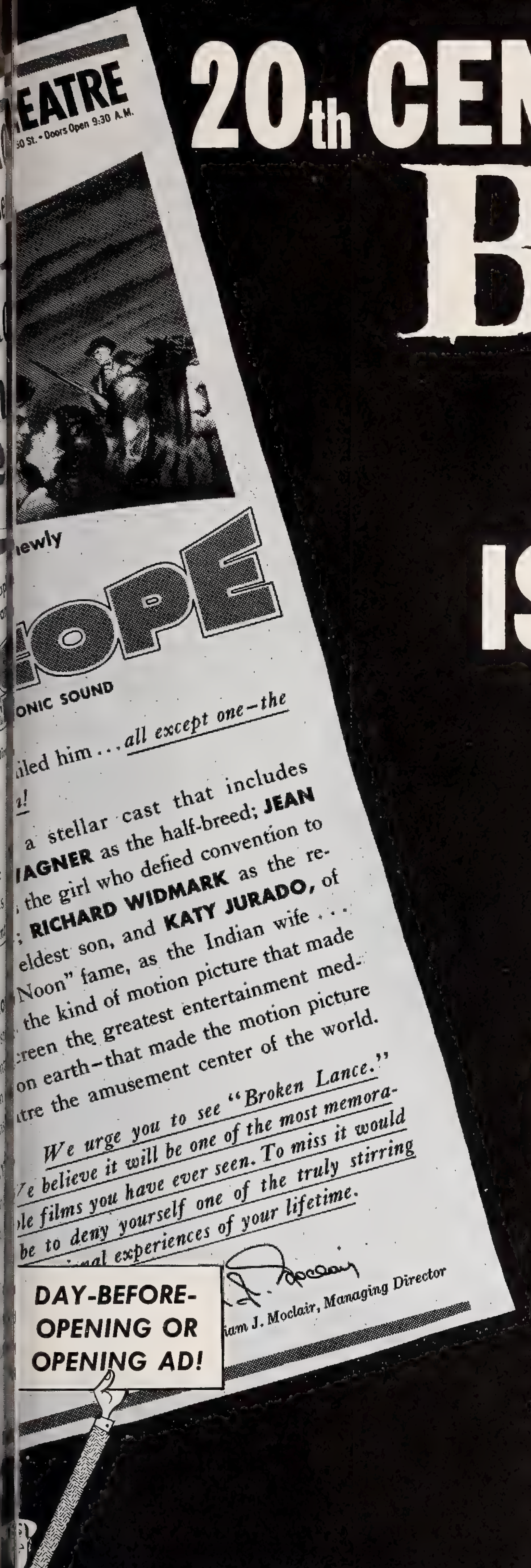
in the wonder of 4-Track High-Fidelity Dire

In **"BROKEN LANCE"** you will see, for
the first time, the thrilling new range, depth
of focus and clarity of image made possible
by the newly-perfected Anamorphic lenses
which the N.Y.Times described *"as different
as night and day."*

To usher in this new **CINEMASCO**
age, 20th Century-Fox presents a sto
great as the land...towering as the mount
that rise at the prairie's end...human
father's love for his wife and four sons.

Only a star of **SPENCER TRACY'**
ure could do justice to such a demand
...a man with a vision that saw a
wasteland emerge into a great
city...a man who took an India
for a bride and cherished her wit
ness that will touch every hear
who sacrificed everything in lif
sons a heritage of courage

20th Century-Fox presents SPENCER TRACY · ROBERT WAGNER · JEAN PETERS · RICHARD WIDMARK in BR
LANCE in CinemaScope with KATY JURADO · Hugh O'Brian · Eduard Franz · Produced by SOL C. SIEGEL · Dir
by EDWARD DMYTRYK · Screen play by RICHARD MURPHY · Based on a story by Philip Yordan · COLOR BY DE



EATRE
50 St. - Doors Open 9:30 A.M.

iewly

OPE

ONIC SOUND

iled him . . . *all except one–the*
a!

a stellar cast that includes
AGNER as the half-breed; **JEAN**
the girl who defied convention to
; **RICHARD WIDMARK** as the re-
eldest son, and **KATY JURADO**, of
Noon" fame, as the Indian wife . . .
the kind of motion picture that made
the greatest entertainment med-
reen the greatest entertainment med-
on earth–that made the motion picture
tre the amusement center of the world.

We urge you to see "Broken Lance."
'e believe it will be one of the most memora-
le films you have ever seen. To miss it would
be to deny yourself one of the truly stirring
nal experiences of your lifetime.

iam J. Moclair, Managing Director

DAY-BEFORE-OPENING OR OPENING AD!

20th CENTURY-FOX'S

Broken Lance

IS A PICTURE YOU'LL BE PROUD OF!

Sell it proudly with your own personal endorsement!

Play it in
4-TRACK HIGH-FIDELITY, MAGNETIC STEREOPHONIC SOUND!

People

I. J. Hoffman, theatre executive in Boston, has agreed to head the 1954 "Jimmy Fund" campaign along with **Harry Feinstein** of Stanley-Warner Theatre.

◆

Gerre Sue Zigmond, daughter of Jerry Zigmond, western division manager, United-Paramount, will marry Mitchell L. Gamson, assistant director at Columbia Studios, at her home in Los Angeles in September.

◆

Marvin Johns of Belvedere, S. C., is the new owner of the Booker-T Drive-in at North Augusta, S. C. Former owner was Eugene Phillips.

◆

Norris McCollom, city manager of the Martin Theatre, Dalton, Ga., has resigned to take over the managership of the Empire Theatre, Daytona Beach, Fla., a unit of the Florida Theatre circuit. McCollom has been with the Martin for 13 years.

◆

Charles Gaudino has been named manager of Loew's Poli in Springfield, Mass.

◆

Joe Bisdale, assistant to **Oscar A. Morgan,** sales chief for Paramount short subjects and news, has become engaged to Ines Passarella of the Army and Air Force motion picture service and recently of RKO.

◆

Georgette Anys who has a top featured role in Alfred Hitchcock's VistaVision film, "To Catch a Thief," will arrive in New York today enroute to Europe. Miss Anys has just completed her assignment in this Technicolor picture starring Cary Grant and Grace Kelly.

◆

Harry F. Shaw, division manager, Loew's Poli-New England Theatres, served as entertainment chairman of Ralph Palma's benefit revue Wednesday at the Yale Bowl, New Haven. All proceeds will be turned over to the family of a police officer killed in the line of duty.

◆

Michael Redstone, president of Redstone Drive-in Theatres, is voluntarily donating to the Jimmy Fund all the opening receipts of the new VFW Drive-in, West Roxbury, Mass.

◆

Earl Blackwell, president of Celebrity Service and U.S. coordinator for the Venice Film Festival, has flown to Italy where he will host a Venetian party Aug. 30. Guests will impersonate celebrities of the 1900-1950 period.

◆

Paul F. Harper, formerly of the Western Electric Company's radio division, is being transferred to Hollywood, where he will act as the company's West Coast patent licensing representative.

◆

William Altman of New York has joined the radio and TV department of Friend-Reiss Advertising, New York agency. Altman was formerly with Donahue & Coe.

◆

Darwin L. Hull has been appointed manager of the Starlite Theatre in Plant City, Fla. He was formerly manager of the theatres in Lakeland and Tampa. He replaces Harold Hockett who goes to Cocoa, Fla.

Review

"Human Desire"

(Columbia)

VIOLENCE, suspense and torrid lovemaking are contained in this murder yarn about a jealous husband and his wife's efforts to do away with him. Geared for adult viewing, "Human Desire" should satisfy the interests of those interested in the sordid side of human relations. Gloria Grahame gives a consistently fine performance.

Co-starred with Miss Grahame are Broderick Crawford and Glenn Ford, with Edgar Buchanan and newcomer Kathleen Case in support. Crawford's role, as a rugged and degenerate railroadman, steals some of the limelight from Miss Grahame's adept performance, with Ford turning in a good acting job, too.

The photography of Burnett Guffey, of working railroadmen on the road, in the roundhouse and railroad yards deserves special mention for its realism and occasional informational value. The shots of trains in action also serve as partial relief from the story's overall bitter and obvious tragic conclusion.

Ford is a returning G.I., back on the job as railroad engineer, who falls in love with Miss Grahame, the wife of Crawford, an assistant yardmaster. Their secret meetings and the discovery by Crawford of one of his wife's previous infidelities, set the pattern for the final outcome.

A bright note of the film is Miss Case, who falls in love with Ford. He ignores the girl's attention until the film's conclusion, when Crawford, in a fit of rage after discovering his wife's affair, murders Miss Grahame.

All ends well however, as, with Miss Grahame out of the picture, Ford plans his life ahead with the "right girl."

Lewis J. Rachmil produced and Fritz Lang directed from the screenplay by Alfred Hayes. "Human Desire" is based on a novel by Emile Zola.

Running time, 90 minutes. Adult classification. Release date not set.

FRANCIS BACKILMAN

Shea Case

(*Continued from page* 1)

have applied for a counsel fee of $200,000 which is currently awaiting Justice McGrath's decision. He previously awarded costs amounting to $40,000 to Grainger and Raftery.

Before Maurice H. Shea died in 1940, he named Grainger and Raftery as trustees of his estate for a period of 10 years. After the period expired, the Shea heirs in 1951 brought Surrogate Court proceedings against the trustees charging them with mismanagement and fraud.

Extended More Than 2 Years

After two and one half years of litigation, Judge McGrath handed down the decision, which involves the $3,000,000 Shea Enterprises Inc.

The judge's decision specified that the estate was "administered with a high degree of fidelity." It continued "it is regrettable that the Shea heirs have been led to make such unwarranted and unjustified accusations against those executors and trustees. After a complete review of their administration, this court must again conclude that there has been an administration of the estate without a trace of fraud or constructive fraud by the executors."

The attorneys in the case were, for Raftery, the firm of O'Brien, Driscoll & Raftery; for Grainger, the firm of Dillon & O'Brien and for the Shea heirs, Lawrence R. Condon.

Counsel Fees Requested

Driscoll has asked for $185,000 in counsel fees while O'Brien is seeking $175,000 counsel fees based on more than two and one-half years of work. The judge's decision specifies that compensation of the attorneys for Grainger and Raftery will be determined after the submission of all affidavits relating to the case.

'Salt of the Earth'

(*Continued from page* 1)

won prizes at the recent Prague Film Festival, and praised film production executives and film union officials for fighting the film. Despite this opposition, however, he said, the film will probably make money for its producers, and they'll likely make more films soon.

Decca Net

(*Continued from page* 1)

Decca reported earnings of $430,063 equal to 32 cents per share on 1,354,158 shares of capital stock outstanding on June 30, 1953. The 1953 earnings did not include Decca's then proportional share of Universal's undistributed earnings.

'Queen' Tour Opens Sunday in Boston

"Welcome the Queen," the only complete record of the recent Commonwealth tour of Queen Elizabeth II and the Duke of Edinburgh, which was filmed in color by Technicolor, will have its premiere at the Exeter Street Playhouse in Boston on Sunday, it was announced yesterday here by Lester Schoenfeld, distribution manager for British Information Services.

Sir Arthur Bliss composed the special march after which the film is named.

BOX OFFICE BONANZA!

That's what they're calling Perspecta Stereophonic Sound! Why? Because M-G-M and Paramount have *standardized* — and are recording *all* productions with this single optical track stereophonic sound.

LOOK AT THESE PRE-SOLD FIRST PRODUCTIONS!

ARS GRATIA ARTIS

STUDENT PRINCE · GONE WITH THE WIND
SEVEN BRIDES FOR SEVEN BROTHERS

Paramount Pictures

WHITE CHRISTMAS · THREE RING CIRCUS
STRATEGIC AIR COMMAND

And from other studios, too, are coming important productions in Perspecta Stereophonic Sound.

Have you placed your order for the Fairchild Perspecta Integrator — the miracle unit that puts Perspecta Sound to work in your theatre? *One* Integrator serves all projectors in a booth. Projector modifications are not required.

Better call, wire or write today for full information.

FAIRCHILD RECORDING EQUIPMENT

MOTION PICTURE SOUND DIVISION • WHITESTONE 57, N. Y.

"SEVEN BRIDES FOR SEVEN BROTHERS' MUSICAL THAT TOPS ALL OTHERS!"

BIGGEST 2nd WEEK
(Holiday or Otherwise!)
GROSS IN MUSIC HALL HISTORY!—

Just as it was the Biggest 1st Week Gross
(Holiday or Otherwise!)
in the entire 21½ years history of the Hall!

Flash! Chicago biggest M-G-M gross in history of McVicker's Theatre. Madison, Wisc. doubled opening day gross of "Mogambo." Green Bay, Wisc., opening sensational. In Houston, first picture to play 3 full weeks at State since "Show Boat" and topped 3rd week of that production. Watch it electrify the nation!

★

(Next Music Hall Sensation: M-G-M's "BRIGADOON"!)

—as sexy a gal to hit the screen since Ava Gardner!

(*L.A. Mirror*)

This blonde bomb (Kim Novak) will be right up there pitching with the Monroes, Turners and Gardners in no time at all!

(*L.A. Daily News*)

Kim Novak lives up to the buildup!

(*L.A. Examiner*)

Fast and exciting 'Pushover' introduces sexy Kim Novak!

(*L.A. Mirror*)

Pushover

A STORY OF TEMPTATION...

starring **FRED MacMURRAY**

PHIL CAREY And Introducing **KIM NOVAK**

with Dorothy Malone · Screen Play by ROY HUGGINS

Produced by JULES SCHERMER · Directed by RICHARD QUI

KIM NOVAK and **PUSHOVER** . . . and **BUSINESS** are from Columbia!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 76. NO. 27 NEW YORK, U. S. A., MONDAY, AUGUST 9, 1954 TEN CENTS

NYC Files Appeal

Set Plan Today For 'Blanket' Ruling on Tax

Would Permit All Other Exhibitors to Join Suit

Attorneys for the city and exhibitor counsel will meet today in the Municipal Building in an attempt to iron out procedure for permitting local exhibitors, who express the desire, to join the five suing Queens theatres in the anti-amusement tax case.

Meeting with Stanley Buchsbaum, city assistant corporation counsel, will be Edward C. Raftery of O'Brien, Driscoll & Raftery, who will try to arrange with the city for a blanket ruling which would permit all exhibitors, who want to, to join the suit without a formal court ruling.

Exhibitors not now included in the suit must show cause to the Supreme Court, Queens, why they are affected by the law and also must post a $250

(*Continued on page* 3)

Lichtman Stresses 'Scope Presentation

The correct theatre presentation of CinemaScope films and the efforts the 20th Century-Fox sales organization must play in the advancement of the new medium were underscored by distribution director Al Lichtman at the close of a two-day sales meeting in New York on Friday.

Emphasizing the need for creative merchandising in the coming period, the sales head stated that everyone in the industry has a full responsibility in maintaining the "huge gains" affected in the past year by the introduction of CinemaScope.

Audiences must be given the best possible shows under the best possible

(*Continued on page* 5)

Mississippi Drive-in Files Trust Action

NEW ORLEANS, Aug. 8. — The Beach Drive-in Theatre Corp., Biloxi, Miss., headed by Ernest V. Landaiche, filed a suit in Federal Court here under the Sherman anti-trust act for damages to property and business in the amount of $650,000 which includes $600,000 damages and $50,080 attorneys fees.

The suit alleges violations of the act by Paramount Gulf Theatres Inc., and Ed Ortee, doing business as the

(*Continued on page* 4)

Completes Tour

VistaVision Well Received Overseas, Holden Declares

By LESTER DINOFF

Exhibitors throughout the world, many operating on a "shoe-string budget," are enthusiastic over Paramount Pictures' wide-screen medium, VistaVision, actor William Holden stated at a trade press conference held here at the weekend.

Concluding a two-month round-the-world tour in which he demonstrated the wide-screen process in Tokyo, Manila, Singapore and Bombay and told exhibitors in other areas about VistaVision, Holden stated that "due to VistaVision's compatability and little or no cost involved in projection, foreign exhibitors were high in their praise after seeing and hearing about the medium."

Many overseas exhibitors expressed interest in VistaVision because of its depth of focus and low cost, Holden said. "They could not afford the high installation and equipment bills of other media," he said. When an exhibitor presents a VistaVision picture, he does not have to buy any anamor-

(*Continued on page* 5)

Japanese Seek VV Licenses

After viewing the demonstration of Paramount's wide-screen medium, VistaVision, in Tokyo in June, Japanese optical and camera equipment manufacturers have asked for the right to produce the "Lazy Eight" camera on a large scale, William Holden said in New York at the weekend.

Concluding a round-the-world trip during which he demonstrated VistaVision to exhibitors, Holden disclosed that the "Lazy Eight" cameras, which are utilized in VistaVision pictures, are now being manufactured by Technicolor, Bell & Howell and Mitchell.

Md. Allied Demands Equitable Practices

BALTIMORE, Aug. 8.—The Allied Motion Picture Theatre Owners of Maryland has passed a resolution favoring the formulation of plans for a more equitable distribution system.

It reads: "Resolved that at a special meeting of the board of directors of the Allied Motion Picture Theatre Owners of Maryland on Aug. 4, 1954,

(*Continued on page* 5)

Decca Takes 45,589 Additional 'U' Shares

WASHINGTON, Aug. 8.—Decca Records in June acquired another 45,589 shares of Universal Pictures common stock, according to the monthly report of the Securities and Exchange Commission issued Friday. This brings Decca's holdings in Universal to 718,585 shares.

SEC also reported the June purchase by Jack L. Warner of another 2,800 shares of Warner Brothers common, bringing his personal holdings to 277,699 shares, plus another 13,400 shares held in a trust.

Compo Ad Contrasts Films and TV

Expanding a theme brought up in a recent editorial in Editor & Publisher that discussed the newspapers' practice of giving free space to television programs while charging a premium rate for film advertising, the 24th in the series of COMPO ads in that publication, which was published on Saturday, points up the basic difference between the two media.

"Movies are supported entirely by money the public pays at the boxoffice," the ad says. "They get this public support solely on their merits as entertainment. If a picture pleases the public, it succeeds; if not it fails. It's as simple as that."

"Furthermore," the ad continues, "in an effort to persuade the public to support its pictures, the motion picture industry spends a considerable sum on advertising, most of it in the newspapers. Thus the movies are a source of newspaper revenue.

"Television, on the other hand, derives its income solely from advertising. In other words, it is an advertising medium, just like the newspapers, magazines, radio, billboards."

The ad points out that in a recent trade paper one of the top executives of the television industry predicted that in 1956 television would get 20 per cent of all advertising money spent in all media. He contrasted this figure

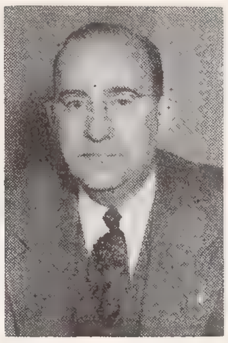
(*Continued on page* 4)

Starts Today

Brewer, Walsh Issue Before IA Convention

Election Will Be Major Event in Cincinnati

CINCINNATI, Aug. 8.—With more than 1,000 delegates on hand, the IATSE will open its 42nd biennial convention here tomorrow. While numerous problems are on the agenda for discussion, they probably will be eclipsed by the contest for the presidency.



Richard Walsh

Roy Brewer, former IA representative in Hollywood, will seek the election in opposition to Richard F. Walsh, who has held the post since 1941. Only once since that time has Walsh faced oppo-

(*Continued on page* 4)

Report Some Houses Here 'Hanging On'

Many local exhibitors have been doggedly hanging on by the "skin of their teeth" and operating their houses in the "red" since the New York City five per cent amusement tax became law on July 1, industry spokesmen revealed at the weekend.

When exhibition leaders went to City Hall two months ago to argue and plead against enactment of the law, they predicted it would cripple the local industry and wipe out at

(*Continued on page* 4)

IMPDA Will Hear Eric Johnston Today

Eric A. Johnston, president of the Motion Picture Association of America, will address a closed membership meeting of the Independent Motion Picture Distributors Association of America at a luncheon at Sardi's Restaurant here today.

Johnston will fully explain the recently concluded agreement between the major American film distributing companies and the French government, the provisions of which may gravely affect independent distributors in the United States.

Personal Mention

J. R. GRAINGER, president of RKO Radio, and J. H. McIntyre, Western division sales manager, have left Hollywood for San Francisco, Portland and Seattle.

•

Frank I. Davis, Jr., president of Selznick Releasing Organization, and Victor Hoare, vice-president and foreign sales chief, left here by plane at the weekend for the Coast.

•

Mitchell Rawson, of the M-G-M publicity department, and Emery Austin, of the field press staff, will return here today from their vacations.

•

Arnold M. Picker, vice-president of United Artists in charge of foreign distribution, has returned to New York from Mexico.

•

Ben Babb, Selznick Releasing Organization advertising-publicity director, will leave New York by plane today for Philadelphia.

•

Carl Reardon, Universal-International branch manager in Cleveland, has left there with his family for a vacation in Seabright, N. J.

•

Ira Tulipan, 20th Century-Fox metropolitan newspaper contact, will return to New York today from New England.

•

Jean Alley, daughter of Tom Alley, booker for Ohio Theatre Management, Cleveland, was married there last week to Donald Brown.

•

Maj. Albert Warner, vice-president of Warner Brothers, is in Saratoga Springs from New York.

•

Dan S. Terrell, M-G-M publicity manager, has left New York for a vacation in Delaware.

•

Phil Isaacs, Paramount exchange manager in Washington, has left there for Charlotte.

•

Leonard Pearlman, United Artists manager in South Africa, has arrived in New York from there.

•

John P. Byrne, Eastern M-G-M sales manager, left here yesterday for Buffalo.

•

Everett Olsen, theatre owner of Myrtle Beach, S. C., was in Charlotte from there.

•

Elanore Sullivan, of the M-G-M exchange in Chicago, is in New York from there.

•

William Holden left New York Saturday for the Coast.

'Gog' Here Aug. 13

United Artists' "Gog," science-fiction drama in Eastman color, will have its New York premiere on Aug. 13, at the Palace theatre.

Plan Perspecta Showings Nationally During August

Beginning today and continuing throughout August, a series of 13 "hear for yourself demonstrations" of Perspecta stereophonic sound will be held in major cities of the United States and Canada.

Exhibitors, equipment dealers, producers and the press throughout the country will thus have an opportunity to become acquainted first hand with the stereophonic sound system that has been adopted by M-G-M, Paramount and Warner Brothers and for which active negotiations are under way for use by other major and independent producers.

Standard Optical Track

Perspecta uses a standard optical track and requires only a single piece of equipment in the booth, the Perspecta integrator unit, to deliver full-range, multi-channel sound. The integrator unit, it was announced, is now manufactured by five licensees in the United States: Fairchild Recording Equipment Co.; Altec Co.; Southwestern Industrial Electronics Co., of Houston; U.S. Gasket Co. of Camden and Stelma, Inc., of Stamford.

Today's demonstration will take place in Atlanta in Loew's Grand. Tomorrow's will be held in Boston in Loew's State Theatre. A third is scheduled for Wednesday in Loew's Palace, Washington.

Details of the remaining ten demonstrations follow:

On the West Coast: in San Francisco on Aug. 17 in Loew's Warfield and in Los Angeles on Aug. 19 in the Boulevard Theatre. Technical supervision will be by personnel of the M-G-M Studios.

In the Northeast: in Pittsburgh on Aug. 17 in Loew's Penn; in Cleveland on Aug. 24 in Loew's Stillman; and in Toronto on Aug. 26 in Loew's Uptown. These will be under the supervision of C. Robert Fine, president of Perspecta Sound, Inc.

Windup in Cincinnati

In the South and Midwest: in New Orleans on Aug. 18 in Loew's State; in St. Louis on Aug. 23 in Loew's State; in Kansas City on Aug. 25 in Loew's Midland; in Denver on Aug. 27 at the R.K.O. Orpheum, and in Cincinnati on Aug. 31 at the R.K.O. Palace.

Dates will soon be announced for demonstrations in Chicago, Detroit, Montreal, Philadelphia, Omaha and Minneapolis, some of which may also be scheduled in August.

Parking Meters Hit By Maryland Allied

BALTIMORE, Aug. 8. — Parking meters as proposed for various sections of Baltimore will be disastrous to motion picture theatre patronage, according to the Allied Motion Picture Theatre Owners of Maryland. At a meeting here, the group's president announced plans to fight the proposal and a committee was named for that purpose. C. Elmer Nolte, Jr., has been named committee chairman.

Johnston Is Host To Tom O'Brien

WASHINGTON, Aug. 8.—Motion Picture Association president Eric Johnston was host at a dinner tonight in honor of Tom O'Brien, general secretary of the National Association of Theatrical and Kine Employees and British Member of Parliament. Guests included members of Congress and officials of the State, Labor and other government departments.

Corrects Sound Figure

Of the 6,643 theatres in the United States and Canada equipped for CinemaScope projection as of July 31, announced Thursday by 20th Century-Fox director of distribution Al Lichtman, the number of theatres with single optical sound totals 2,854, not the 5,925 figure reported.

Three thousand two hundred and ninety-three situations are using four-track magnetic stereophonic sound; 128 are equipped with one-track magnetic sound; and 368 are employing sound mixers, bringing the total to 6,643.

Set Committees for Portland Opening

PORTLAND, Ore., Aug. 8. — Twenty-three special committees have been set up to handle the plans for the formal, invitational opening of Evergreen's new Fox Theatre here on Thursday, and the public debut of the theatre on Friday.

The motion picture industry regards the proposed festivities as the most elaborate ever staged on the Pacific Coast, according to Charles P. Skouras, president of the National Theatres chain.

Oscar Nyberg, a veteran manager of the Evergreen Theatres, will be manager of the New Fox.

'Cross Swords' Set For Area Openings

United Artists' "Crossed Swords," in Pathecolor, has been set for area openings in St. Louis and Cleveland.

"Crossed Swords" will be unveiled at Loew's Orpheum in St. Louis on Aug. 14 and Loew's Ohio in Cleveland on Aug. 26.

New 'Waterfront' Mark

Columbia's "On the Waterfront" set a new house record of $6,047 for opening day, Thursday, at the Palms State Theatre, Detroit, the company announced.

$11,343 for 'Window'

Alfred Hitchcock's "Rear Window" grossed $11,343 opening day at the Rivoli Theatre, in one of the biggest opening days in the 37-year history of the house, Paramount announced at the weekend.

Irish Film Industry Favored by Minister As Benefit to Nation

DUBLIN, Aug. 8.—A film industry for Ireland was advocated by William Norton, Minister of Industry and Commerce, when he officially opened a new theatre here.

Norton said he was convinced that the country could build a motion picture industry of its own which "would give our people some of the benefits which have grown from the film industry in other countries." The minister said he believed such a move would provide opportunities for additional employment and allow the expression of creative talent.

Three Split Prizes In 'Pan' Contest

Prize money in the Walt Disney "Peter Pan" sales contest has been awarded to Bob Folliard, Eastern district manager; Al Kolitz, Rocky Mountain district manager, and Len Gruenberg, Metropolitan district manager, according to Charles Boasberg, RKO's general sales manager. Branch managers, sales managers, salesmen and other district managers also are sharing in the prize money.

Branch Winners Announced

Originally, it was announced that district managers of the first three leading districts would be awarded prizes, but when the contest ended last month a three-way tie resulted. Consequently, the top prize money, awarded by Disney, was split three ways.

Other prizes went to Herb MacIntyre, Western district, who was directly behind the first three, and to Morris Lefko, Eastern-Central district.

Three-Way Tie

The branch winners, offices and managers, in the order of their standing are: Los Angeles, Seymour Borde; New York, Herman Silverman; Buffalo, Jack Chinell; San Francisco, Joe Emerson; Chicago, Sam Gorelick; Philadelphia, Charlie Zagrans; Washington, Joe Breecheen; Boston, Hat Taylor; Salt Lake City, Giff Davison; New Haven, Barney Pitkin; Indianapolis, Russ Brentlinger; Des Moines, Don Conley; Kansas City, Jimmy Lewis; Cleveland, Jack Bernstein; Detroit, Otto Ebert; Minneapolis, Fay Dressell; Pittsburgh, Dave Silverman; St. Louis, Ray Nolan; Omaha, Max Greenblatt; Seattle, Eddie Lamb, Cincinnati, Lloyd Krause, and Denver, Marvin Goldfarb.

Services Today for Paul Small, Agent

Funeral services will be held here at 2:15 P.M. today at Riverside Memorial Chapel for Paul Small, 46, well known talent agent, who died at Mt. Sinai Hospital of a heart attack on Friday.

Survivors are his wife, Lillian, sister of Dore Schary; a son, Edgar, and a daughter, Mrs. Gene Goetz.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Gen. Van Fleet Talks to Sales Heads at 20th

The revitalization of the film industry both at home and abroad spurred by the introduction of CinemaScope, and the importance of American films throughout the world was discussed by General James A. Van Fleet in an address before 20th Century-Fox's sales conference in New York.

In a special appearance before the company's domestic and Canadian sales chiefs' meeting at the home office setting merchandising plans on Darryl F. Zanuck's "The Egyptian," the General described the ever increasing importance of film entertainment in spreading the philosophy of democracy to all corners of the globe.

New French Feature Bows in U.S. Aug. 18

"Companions of the Night," a French film introducing the new French star, Francoise Arnoul and featuring Bing Crosby's two discoveries from "Little Boy Lost," Nicole Maurey and Christian Fourcade, will be released in the United States by Arlan Pictures. The film premieres at the Los Angeles Four Star Theatre Aug. 18. The picture was directed by Ralph Habib from an original screenplay by Jacques Companeez.

Confer on 'Blanket' Ruling

(*Continued from page* 1)

bond. The City Comptroller is empowered to issue ruling which would circumvent the court action.

Attorneys for the plaintiff have expressed the desire of easing such action on the part of local operators and act as a "clearing house" in order to facilitate proceedings.

At the weekend, corporation counsel Adrian Burke, as expected, filed a notice of appeal from the temporary injunction order entered in the Supreme Court last Wednesday.

The notice of appeal was filed with the Appellate Division of the Supreme Court Second Department, in Brooklyn. It will not be acted upon, however, until Sept. 13, when the Appellate Division reconvenes.

Date for Trial of Suit

That date, incidentally, has been set down for trial in the anti-tax suit. Attorneys in the case feel that the city's notice of appeal will receive a decision first, even if it means pushing back the date of the trial.

A problem arises from the wording of the city-filed notice in that it named the entire law and not the "major fraction" section of the tax. Exhibitors have been awarded an injunction only against this section of the law, blocking the city from collection of taxes in excess of five per cent. The move by the city caused some confusion among the ranks of exhibitor lawyers, but Buchsbaum was not available for comment about it.

In another development, the five suing theatres posted their required $250 bonds in the case covering any damages which might occur to the city during the course of the action.

The city's notice of appeal read in part: "To the Appellate Division of the Supreme Court, Second Department, for the order entered in the office of the Clerk of the County of Queens on or about Aug. 4, insofar as the said order enjoins and restrains the defendants during the pendancy of this action, from enforcing or attempting to enforce against the plaintiff Local Law No. 37 of 1954." The notice was signed by Corporation Counsel Burke.

Meanwhile, operators must collect the full amount of the tax, until a final decision is handed down. However, with the injunction in force, they are only required to return to the city what amounts to about four per cent, in addition to withholding any amount above the five per cent limit, pending final ruling.

Criticism of 'Susan' Draws Parsons Ire

CHICAGO, Aug. 8. — Harriet Parsons, producer of RKO Radio's "Susan Slept Here," which opens Tuesday at the Woods Theatre with a pink ticket, said Friday "I'm appalled and amazed at the action of Chicago's police censor board."

Miss Parsons, angered over the censorship of her film, which she called a good film for family audiences, including teen agers, pointed out that the film encountered no censorship in a dozen cities where it is already playing.

"If it has, I certainly haven't heard about it," she said.

"Now I learn that the Chicago police censorship board had considered banning it altogether. No specific cuts were asked. No indication of what was considered wrong with the film was given. We had a complete OK on the script from the Breen office."

IFE Opens 1st Sales Meeting Held in N. Y.

IFE Releasing Corp.'s first national sales convention opened at the weekend at the Hotel Edison here. Bernard Jacon, vice-president in charge of sales; E. R. Zorgniotti, executive vice-president, and Jonas Rosenfield, Jr., vice-president in charge of advertising, publicity and exploitation, addressed the gathering.

A special two-color, 20-page brochure was distributed to all delegates at the meeting. The brochure will have a national mailing of over 10,000 copies to exhibitors in the U. S.

$93,000 for 'Living'

"Living It Up," Paramount's Martin-Lewis comedy, opened to a $93,000 first week at the Chicago Theatre, Chicago, placing it among the top three money making films in the history of the theatre, Paramount announced at the weekend.

You are cordially invited to attend the

Premiere Trade Demonstration

of the superb new

HILUX VAL

VARIABLE ANAMORPHIC LENS

on Tuesday morning, August 10th, at eight-thirty sharp

at the Paramount Theater

Times Square • New York

PROJECTION OPTICS CO. • ROCHESTER, N. Y.

News Roundup

S. D. Governor Sponsors Bow

Gov. Sigurd Anderson of South Dakota, who is sponsoring the world premiere of W. R. Frank's CinemaScope feature, "Sitting Bull," has invited the chief executives of Minnesota, Montana, Nebraska and Wyoming to attend the opening ceremonies for the United Artists' release at the Elks Theatre, Rapid City, S. D., on Aug. 19.

Fewer Canada-Made Shorts

A total of 55 theatrical shorts of five minutes or longer were produced last year, 18 fewer than in 1952, the Canadian Government reports, while shorts for TV and other non-theatrical purposes numbered 481, an increase of 173.

Shaftel to Handle Own Story

Josef Shaftel will produce and direct his own original story, "Hunted," starting location production in Manila, Philippine Islands, on Oct. 4. Shaftel, with his associate producer, Daniel Milner, left last week for Manila to scout locations.

Jacksonville Empress Closes

The Empress Theatre, for many years the showplace of Jacksonville, Fla., has closed its doors. John Thomas, former manager of the theatre, will become the new manager of the Imperial Theatre there.

Files Quebec Bankruptcy

Notice has been filed in Ottawa that Continental Film Co., St. Therese, Que., has made an assignment in bankruptcy and J. Roger Laferriere, Shawinigan Falls, Que., has been appointed by the court as trustee of the estate.

Start Toledo Drive-in

Al Boudouris, head of Theatre Equipment Co., Cleveland, and associates, are starting construction on a 1500-car drive-in theatre project to cost approximately $400,000. Location is the northwest corner of Jackman and Laskey Roads, Toledo, formerly used by the Toledo Gun and Skeet Club. A corporation known as the Glass Mile Drive-In Theatre, Inc., is being formed as owners.

Teen-Agers in Drive For 35-Cent Ticket

MANSFIELD, O., Aug. 8.—A petition protesting adult admission scales of 50 and 70 cents, respectively, being charged juveniles here over the age of 12, is being circulated by teenagers for presentation to theatre managers.

They ask that a compromise rate of 35 cents, currently being maintained in other cities, be effective here for juveniles between 12 and 16 years of age. Mansfield teen-agers plan to bring the project to the attention of the City Council in the near future.

Compo

(*Continued from page 1*)

with the nine percent of all media revenue TV got in 1953.

"From this it should be obvious," explains the ad, "that the purposes of movies and television are far apart. Movies aim to please the public with entertainment the public pays to see. Television gives the public free entertainment to insure an audience for its advertising message."

The public, the ad concludes, has given ample proof that even if it has to pay money it will flock to theatres to see good pictures. Secure in this knowledge, the ad says, the motion picture industry is now making better pictures than ever before and is continuing to advertise these pictures in the newspapers.

6 More Distributors For 'Duel in Sun'

Closely following the Boston and New England territory key openings of David O. Selznick's "Duel In The Sun," Frank I. Davis, Jr., SRO president, announced the signing of six additional territorial franchise distributors for the picture.

In the Philadelphia territory, Screen Guild Productions of Philadelphia, headed by Jack Engel and Jack H. Greenberg, will handle "Duel," having already set the picture in the Mastbaum Theatre for August 27, to play day and date with surrounding key cities.

In the Washington territory, Fred Sandy Film Exchange has been assigned the distribution license.

The Chicago territory goes to the Capital Film Co., headed by Max Roth and Charles Lindau; the Cincinnati territory to Jay Goldberg of Realart Pictures; the Detroit territory to Albert Dezel Productions, Inc., and the Cleveland territory to Bernard A. Rubin's Imperial Pictures.

Previously 10 other territories were set, according to Davis, who said the remaining are currently under negotiations and will be set by mid-August, following completion of a national sales analysis currently in progress under direction of SRO general sales manager Budd Rogers.

Convention

(*Continued from page 1*)

sition and that was in 1946 when he defeated William Bennett for the top position. However, Brewer is regarded even by Walsh supporters here as being a greater threat than Bennett was. Brewer has been on what has been called a barnstorming tour of the country, seeking pledges of support.

Backers of both Brewer and Walsh appear to be confident of victory. On the other hand, Walsh backers admit that the margin of victory may be small.

Extension of the IATSE's jurisdiction in the field of television is expected to be one of the major issues for discussion at the week-long convention. The stabilization of wages to conform with living costs also will be discussed, as will a clarification of the status of "A" and "B" locals as they relate to the national body.

Miss. Drive-in

(*Continued from page 1*)

Legion Theatre, Gulfport, and the producing and distributing companies Paramount Pictures Inc., Paramount Film Distributing Corp., Loew's Inc., Marcus Loew's Booking Agency, RKO Radio Pictures Inc., RKO Radio Pictures Distributing Co., Warner Brothers Pictures Distributing Corp., 20th Century-Fox Film Corp., Columbia Pictures Inc., Columbia Pictures of Louisiana Inc., Universal Film Exchange Inc., and United Artists.

The suit alleges that as a result of an unlawful scheme of conspiracy and attempts to monopolize, the defendants have violated the rights of the public to free choice of theatres in which to see first run films.

Some Houses 'Hanging On'

(*Continued from page 1*)

least 83 houses, now operating on a marginal basis. They further pointed out that 144 houses had closed in the city since 1950.

In a survey taken here, it was learned that but a handful of houses in the Metropolitan area have shut their doors since the tax went into effect a little over a month ago.

However, spokesmen named four specific reasons which have served to encourage New York City exhibitors to keep their doors open and stay in business. They are:

¶ The hope that Governor Dewey would ask the next scheduled meeting of the state legislature to repeal the enabling act which empowers the city to levy a tax on amusements. Currently, the Bird Commission is surveying local industry business conditions and the law's effect prior to filing a formal report with the Governor. The legislature convenes in January and is expected to give strong consideration to the matter.

¶ The current suit being brought by five Queens theatres against the city and the tax. Trial in the action has been set down for the Supreme Court, Queens, for Sept. 13. At present, a temporary injunction is in effect against the tax's "major fraction" breakage provision.

¶ The letup of high-powered network television shows which have gone off the air for the summer, and a spurt of good product along Broadway which has set gross and attendance records in many first run houses.

¶ The number of theatres, both first run and neighborhood, which are installing new screen devices and techniques. They, exhibitor sources claim, have helped to stimulate business in the city and divert patrons from TV.

Many local exhibitors are banking on the elimination of the city tax through legal processes, as well as the balance of the Federal tax which was cut in half. Last spring, legislatures promised total elimination of the Federal tax as a stimulant to the industry.

An air of confidence is reported among the ranks of Metropolitan New York operators as legal action against the local tax, possible elimination of the levy by the State legislature and the promise of further Federal assistance, encourage them to keep their doors open.

People

Stephen E. Seadler, son of **Silas F. Seadler,** advertising manager of M-G-M, was married Saturday to **Ingrid L. Adolfsson,** of Stockholm, Sweden, in the Teakwood Room of the Hotel Pierre. After a reception in the Sapphire Room, the couple left for Europe.

□

Ben Ely and **Ed Gall** were elected by the associate members of the Variety Club of Dallas to represent them in board meetings of Tent 17 at a general meeting. The election followed the approval of an amendment by the general membership authorizing the election of two associate members who shall be elected at the yearly election meeting and who will henceforth meet with the board of directors and generally represent associate members in every way except for voting.

□

Lyman E. G. Suiter has been named assistant to the vice-president of Fairchild Recording Equipment Corp. He was formerly with the radio division of Westinghouse Electric Corp.

□

Herman Stern, veteran exhibitor, has taken over the Fair Theatre in Jackson Heights, L. I. Berk and Krumgold were the real estate brokers in the deal.

□

Faye Emerson and **Skitch Henderson** have been named to head the Benefit Committee for the formal world premiere of Darryl F. Zanuck's CinemaScope drama "The Egyptian," which will take place on Aug. 24 at the Roxy Theatre. All proceeds from the opening will go to the Emergency Drive of the National Foundation for Infantile Paralysis.

□

William Moran, business agent for the Fitchburg (Mass.) Local, **IATSE,** has proved himself an ambassador of goodwill for the industry in and around his territory. A member of the Central Labor Council embracing all organized labor groups in that area, he attends the monthly meetings of the union heads of the various locals, as they get together to discuss their mutual problems.

□

Lester R. Dollison, theatre executive of Amarillo, Tex., last week became Pioneer Air Lines 1,000,000th passenger when he boarded Pioneer Flight 22 in Austin for a return flight to his home.

□

Henry T. Roberts has been named vice-president in charge of the commercial music division for Magnecord, Inc., manufacturer of magnetic tape equipment.

□

Lise Malkin has joined the television media and research department of Charles Schlaifer & Co., it was announced by the president, **Charles Schlaifer.**

In the THEATRE
Equipment
& Refreshment
World . . .
• • *with RAY GALLO*

MORE than 90 per cent of theatres converted to CinemaScope have installed Bausch & Lomb cylindrical anamorphic lenses, according to an announcement by L. B. McKinley, vice-president of Bausch & Lomb Optical Company, Rochester, N. Y. Conversions are now running at well over 400 a week, he said.

•

"Message Repeater Junior" is the name of a new instrument developed for several promotional uses in theatres by the Mohawk Business Machines Corp., Brooklyn, N. Y. Of very compact size, the unit delivers a pre-recorded talk from a magnetic tape cartridge through a 5-inch speaker. It is designed for use as a "barker" in front of the theatre, for placing behind lobby displays to lend voice impact to advertising signs, to push popcorn and candy sales, to deliver a message to patrons in the parking lot or for crowd control during intermissions. It can deliver messages up to two minutes in length.

•

A preview of the initial film in the 1955-56 official television series, "This Is Baseball," was held by the National Baseball Hall of Fame and Museum at Cooperstown, N. Y., Sunday night for the press and Commissioner Ford C. Frick. Jack Leahy of RCA Film Recording Division loaned an RCA portable projector for the occasion, which was installed by Robert Burescher of the Visual Products Division of RCA. The quarter-hour film series is being directed and produced by Emerson Yorke, an active member of the SMPTE and each will feature a diamond star. Pathe Laboratories has a contract to process the films.

•

An automatic ice-making machine designed to produce thousands of tiny ice cubelets 5/8-inches in size has been marketed by the Frigidaire Division of General Motors Corp., Dayton, Ohio. It is claimed that the cubelets cool faster and last longer than crushed, chipped or flake ice. The machine is said to make approximately 200 pounds or 20,000 cubelets per day.

•

As an accessory to its automatic soft ice cream freezers, the Sweden Freezer Mfg. Co., Seattle, has developed a new portion control. The unit plugs into the freezer like a radio tube and electrically measures out exact-sized servings which have been pre-determined by the operator. It operates through a triple-action footswitch which permits the serving of either of two sized portions or continuous serving. This is done by toe pressure on one end of the switch for the small portion, on the other end for the larger portion and on the center for continuous draw.

VistaVision Popular Abroad, Says Holden

(*Continued from page* 1)

phic lenses or sound systems, the actor stated. "All the theatre needs is a wide-screen and a wide-angle lens," he said.

In many cases, 16mm. exhibitors expressed desires for VistaVision product, Holden said. "All a laboratory has to do to reduce the 35mm. VistaVision print to 16mm. size is to increase the amperage so the exhibitor will have more light on the print," the actor said.

Have 'Inaudible Track'

Also, Holden stated, VistaVision prints are equipped with an "inaudible" sound track so that Perspecta or any other type of sound could be added to the picture.

Far East demonstrations of VistaVision were so satisfactory, Holden stated, that the U. S. Army has allotted $1,500,000 for wide-screen and wide-angle lenses in order to equip military theatres in the Far East for VistaVision. "At present the Army has 48 theatres equipped for 35mm. films in the Far East," he said.

VistaVision is a more "artistic" medium than any of the others, Holden said. "It gives an audience a greater feeling of participation, engrosses a viewer psychologically, and additionally gives an exhibitor something to sell," he asserted.

Sees Eventual Standardization

The final judgment on which medium is to remain has yet to come, Holden said. The actor, however, added that eventually there will be a standardization of all the new processes. He based his opinion on the costs of production of films in different media and the costs to exhibition in playing a film.

Holden, who returned to Hollywood over the weekend, will be seen in three films which are not yet released by Paramount. They are "Sabrina," "The Bridges of Toko Ri" and "The Country Girl." Having completed just two years of a 14-year contract with Paramount, Holden formed his own independent company, Touluca Productions, as the pact with the major studio allows him the right to appear in one outside film yearly. His next film role, the actor said, would be in "The Magnificent Devils," a Paramount release.

Holden Says Pictures Should Use Techniques of Theatre

Screen actor William Holden touched on the artistic side of film-making as well as some of his own personal views on the subject, at a weekend press conference here during a roundtable discussion of the results of his trip as VistaVision ambassador to Europe and the Far East.

"I love the theatre and believe that oftentimes the picture that makes use of theatrical design and lighting, comes off to wonderful advantage," Holden remarked. "Filming for vertical effect, not just the horizontal, is an asset in certain pictures. Remember the use of the long, spiral staircase in both the stage and film versions of 'A Streetcar Named Desire', and the lighting effects which expressed mood and increased the dramatic force of 'Don Juan in Hell'."

The actor feels that an American film must be geared for maximum popularity in 13 major cities, followed by good business in the next 31 in line. If the product does well in these situations, "then what happens in Paducah doesn't matter too much. If you make a good film, by and large it'll be appreciated universally," he added.

"People want more humanism from their actors today. Audrey Hepburn comes to life for people; she's very real to them. The Barrymore brand of glamour, great as it was, is out now. People such as the late Ernie Pyle, and his unvarnished picture of war just as it was, made people want life more truthfully represented on the screen."

Lauds Taste of Public

Holden feels that 30 per cent of our films contribute to world understanding and that most people are discriminating enough to tell how much in them is true and how much is untrue.

He is enthusiastic about actor participation in film production and is all for "pooling talents with percentages." The actor feels there will be more and more of this in the future.

Holden said that when he entered this type of deal with Otto Preminger and F. Hugh Herbert for "The Moon is Blue," all three agreed before the picture even went into production that the screenplay would not be submitted to the Breen Office for approval. "I didn't see anything unmoral about the picture," the actor added. "As pleased as I am about my contract with Paramount, one good outside, participation deal is more profitable to me than six films for my regular studio," Holden said.

Calls for Quality

The diminishing box-office of a couple of years ago was due to the poor product distributed, bad story and carelessness in production, Holden stated. "But if a film is good today, the exhibitor has good business," he declared.

Lichtman

(*Continued from page* 1)

conditions, he stressed. In this behalf every effort must be expended to enhance CinemaScope by its exhibition in theatres having proper screens, lenses and sound equipment. Constant vigilance, he cautioned, must be maintained to insure that the name CinemaScope remain the hallmark of motion picture entertainment.

Adding his conviction that productions like "The Egyptian" offer the greatest opportunities for showmanship in every theatre situation—large or small—Lichtman adjourned the conclave.

Maryland Allied

(*Continued from page* 1)

that the film companies be appraised of the unfair practices and pricing in the Maryland area with a view to formulating plans for a more equitable distribution system, and "Be it further resolved, that the national director is authorized to take what action he might deem advisable at the national board meeting of Allied States Association of Motion Picture Exhibitors at White Sulphur Springs."

BOX OFFICE BONANZA!

That's what they're calling Perspecta Stereophonic Sound!
Why? Because M-G-M and Paramount have *standardized* — and
are recording *all* productions with this single
optical track stereophonic sound.
LOOK AT THESE PRE-SOLD FIRST PRODUCTIONS!

STUDENT PRINCE • GONE WITH THE WIND
SEVEN BRIDES FOR SEVEN BROTHERS

WHITE CHRISTMAS • THREE RING CIRCUS
STRATEGIC AIR COMMAND

And from other studios, too, are coming importa
productions in Perspecta Stereophonic Sound.
Have you placed your order for the Fairchild Perspecta
Integrator — the miracle unit that puts Perspecta Sound to work in
your theatre? *One* Integrator serves all projectors in a booth.
Projector modifications are not required.
Better call, wire or write today for full information.

FAIRCHILD RECORDING EQUIPMENT
MOTION PICTURE SOUND DIVISION • WHITESTONE 57, N. Y.

Columbia's

"ON THE WATERFRONT"

$6,047

OPENING DAY

at the

Palms State, Detroit

— a New all-time record!

MARLON
BRANDO
On The
Waterfront

An Elia Kazan Production co-starring **Karl Malden · Lee J. Cobb** with **Rod Steiger · Pat Henning**
and introducing **Eva Marie Saint** Produced by **Sam Spiegel** Screen Play by **Budd Schulberg**
Music by **Leonard Bernstein** Directed by **Elia Kazan**

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 76. NO. 28 NEW YORK, U. S. A., TUESDAY, AUGUST 10, 1954 TEN CENTS

$1.02 Per Share

$2,536,000 Is WB's Net for Nine Months

Compares with $2,129,000 In Same Period of 1953

Warner Brothers Pictures, Inc. (incorporated 1953) and subsidiary companies report for the nine months ending May 29, a net profit of $2,536,000 after provision of $2,250,000 for Federal taxes on income and after a provision of $300,000 for contingent liabilities. Included in the net profit for the nine months is a profit of $772,000 from the sale of capital assets, before provision for Federal taxes.

Film rentals, sales, etc., amounted to $49,506,002. The net profit is equivalent to $1.02 per share on the 2,474,337 shares of common stock outstanding or reserved for exchange at May 29.

For the corresponding nine months

(*Continued on page* 6)

Scene of Calf Birth Bans 'Prairie' Here

The New York State Education Department's Division of Motion Pictures announced it has banned Walt Disney's "The Vanishing Prairie" here on the objection that the film contains a two-minute sequence showing the delivery of a buffalo calf.

A spokesman for the Education Department's Division of Motion Pictures yesterday said that: "It has been the policy of the Motion Picture Division over the years to take out views of actual births."

An appeal on the ruling is afforded Disney.

Screen Writers in New Organization

HOLLYWOOD, Aug. 9. — Screen Writers Guild has called a special membership meeting for Aug. 25 at the Beverly Hills Hotel to approve final details of a reorganization and a constitution for a new organization to be known as the Writers Guild of America. Concurrent meetings will be held by Radio Writers Guild here and the RWG, television writers group, and Authors League in the East.

Castleman vs. RKO Suit Is Dismissed

HOLLYWOOD, Aug. 9.—The long-standing minority stockholder suit brought by Eli and Marion Castleman against RKO Radio, Howard Hughes and others has been dismissed here by Federal Judge Ben Harrison on motion by RKO. Judge Harrison pointed out that there are parallel suits at the present time in Nevada and New Jersey.

Treble Damage Suit Filed by O. Exhibitors Against Carrier Firm

COLUMBUS, Aug. 9.—The Huntington-Cincinnati Trucking Lines is the target for a suit for treble damages filed in Scioto County Common Pleas Court by several Southern Ohio theatres and drive-ins. The plaintiffs, represented by attorney Troy Feibel of Columbus, seek damages for alleged overcharges during the past two years.

After the Public Utilities Commission of Ohio decided that the word "shipment" meant all the packages, cartons and containers sent from one exchange to a theatre, the carrier countered by filing an application asking that it be permitted to charge 21 cents for the first pound of each package. The Independent Theatre Owners of Ohio promptly asked for suspension of this tariff and the PUCO granted the association's request. Hearings before the PUCO

(*Continued on page* 6)

File Cross-Appeal Today

Expect All NYC Theatres To Join Tax Suit Vs. City

Virtually all exhibitors in the city who are not now involved in the suit against the City of New York and the five per cent amusement tax, are expected to intervene in order to derive the benefits of the temporary injunction order recently signed by Supreme Court Justice Nicholas M. Pette here, according to attorneys for the plaintiffs.

They made their belief known to Assistant Corporation Counsel Stanley Buchsbaum yesterday in a letter calling for a directive or statement from the comptroller to the effect that during the pendency of the action, he would make no attempt to collect the tax's breakage amounts which exceed the five per cent limit set by law.

The lawyers told Buchsbaum that "unless some sort of arrangement of this kind is made," they suspect that "substantially all operators of various motion picture theatres not parties to the action will come in and intervene so as to get the benefits of the order."

If this occurs, the motion picture attorneys continued, it would mean a "multiplicity of plaintiffs and a tremendous amount of paperwork, particularly for the city."

They expressed the desire to ar-

(*Continued on page* 6)

Mexico Buys Azteca Films

MEXICO CITY, Aug. 9.—Purchase by Cinex, the company which the Government recently organized to distribute Mexican pictures abroad, of Azteca Films, S.A., which, with Clasa Mohme, serviced 450 theatres in the U. S. with 104 Mexican films yearly, was announced by Eduardo Garduno, Cinex president, who also heads the trade's own bank, the semi-official Banco Nacional Cinematografico, S.A. Purchase price was $1,600,000, payable in six years in semi-annual installments. Garduno and Alfonso Rosas Priego signed for Cinex, and Roberto and Guillermo Calderon and Alberto Sales Porras for Azteca. The deal involves 1,200 pictures.

The transaction revealed that Mexican producers obtain an annual gross income of $480,000 from U. S. exhibition. Theatres State-side playing Mexican pictures gross $1,440,000 annually. But distribution takes $800,000 and making copies (eight per picture), freight, publicity and sundries take $480,000 a year.

No Subsidies, Johnston Tells IMPDA

The Motion Picture Export Association has no subsidy agreement now with any government despite its having been subjected to "great" pressure to enter into such agreements, Eric Johnston, MPEA president, told members of the Independent Motion Picture Distributors of America at a luncheon meeting at Sardi's here yesterday.

Johnston had been invited by Arthur Mayer, head of IMPDA, to discuss provisions of the new film agreements with Italy and France for the benefit of IMPDA members who are especially wary of subsidy provisions in American film export agreements.

Johnston assured the gathering that there was no wish on the part of the organized American industry to interfere in any way with the importation and distribution of foreign films here. IMPDA members evinced particular interest in developments in the international agreement field which could have a bearing on Italian Films Export operations here. Some expressed the view that as long as there is an I. F. E., independent distributors of foreign films will encounter difficulties in obtaining distribution rights to top-flight Italian films.

In response to a question, Johnston said that while he had no official information, "rough estimates" of I. F. E.'s subsidy payments in three years were that they amounted to between $4,000,000 and $4,500,000. Johnston said he had no information regarding distribution receipts from Italian films distributed here by I. F. E. He also said he believed that the entire subsidy payments under the agreements ending this fall had been used up.

Johnston pointed out that he had made repeated efforts to end the sub-

(*Continued on page* 6)

Walsh and McDevitt Address IA Conclave

CINCINNATI, Aug. 9.—Cincinnati's Music Hall was the scene, this morning, of the opening session of the 42nd convention of the International Alliance of Theatrical Stage Employes and Moving Picture Operators of the United States and Canada. Principal speaker was James J. Mc-

(*Continued on page* 6)

Wide Screen Lens For $150 Claimed

DENVER, Aug. 9. — A lens costing about $150, has been invented by Merf Evans, manager of the Lakewood, who claims that it can be placed permanently on a projection machine, and by means of an axis, can be used not only in the projection of CinemaScope but can be utilized in the projection of any type of film. The lens is to be manufactured here, and will be marketed nationally by Western Service & Supply, Evans said.

Personal Mention

CHARLES EINFELD, 20th Century-Fox vice-president, will arrive in New York today from Europe aboard the "Queen Mary."

•

DORE SCHARY, M-G-M vice-president in charge of production, and MRS. SCHARY will leave New York tomorrow for the Coast.

•

BEN KALMENSON, Warner Brothers vice-president in charge of sales, has returned to New York from Hollywood.

•

JEROME PICKMAN, Paramount vice-president in charge of advertising-publicity, has arrived in Hollywood from New York.

•

EDWARD C. RAFTERY, of the law firm of O'Brien, Driscoll & Raftery, left here yesterday by plane for Kansas City.

•

OLIN CLARK, M-G-M Eastern story head, will leave here Friday for a vacation, which he will spend motoring.

•

ROGER H. LEWIS, United Artists advertising manager, left here yesterday by plane for the Coast.

•

SHIRLEY ROSS arrived here yesterday from London via B.O.A.C. Monarch.

•

CHARLES HANDEL, New York news contact for United Artists, has returned here from a vacation in upstate New York.

•

VINCENTE MINELLI, director, has returned to the M-G-M studios from Central and South America.

$55,000 1st Week For 'Obsession'

"Magnificent Obsession," Universal-International's Technicolor film which opened at the Loew's State on Broadway last week, is headed for the biggest week's business of any U-I picture to play the house, the company announced yesterday.

With an expected gross of $55,000 for the first week, the picture opened to the biggest first day business of any U-I production to play Broadway first-run houses since "Naked City" played the Capitol in 1948, according to U-I.

Coast Theatre Sued By Three Majors

HOLLYWOOD, Aug. 9. — "Wilful, deliberate and gross fraud" was charged against Sidney A. Kurstin, Boulevard Theatre, Belvedere Gardens, by Columbia, Universal and Paramount in a suit filed today in Federal Court, seeking damages "in excess of $3,000." The complaint alleges Kurstin made "many false statements" regarding admission prices charged between Sept. 1, 1949, and February of this year.

Joint Meeting Today

C.E.A. Proposals for Eady Tax Dispute Peace Up

By PETER BURNUP

LONDON, Aug. 9.—Leaders of British trade associations will meet here tomorrow to suggest a plan of settlement of the Eady levy dispute in what is regarded as the first sign of definite progress toward an agreement to be observed in many weeks.

Scheduled to take part in the talks are. for exhibitors: W. R. Fuller, general secretary of Cinematograph Exhibitors Association; John W. Davies, former president of C.E.A., and E. J. Hinge, C.E.A. honorary treasurer.

For distributors: Sir David Griffiths, Kinematograph Renters Society president, and an as yet unnamed representative of American distributors.

For producers: Robert Clark, British Film Producers Association president; Sir Henry French, B.F.P.A. director general; John Davis, managing director of the J. Arthur Rank Organization, and Frank A. Hoare, president of the Association of Specialized Film Producers.

Proposal Ready

It is learned that the exhibitors will propose as a basis for the talks an adjusted levy in the higher bracket of seat-prices which, with the increased film-hire accruing to producers and arising from the tax remission, would, the CEA's accountants estimate, yield to producers £2.9 million annually.

Exhibitors are also prepared to guarantee a continuance of the voluntary Eady levy for a period of three years from whatever date settlement is reached. They are prepared also to proceed with the talks without reference to the figures of production profit-and-loss which they have hitherto demanded from producers.

Up to now the latter have insisted on the arbitrary figure of £3½ million as their minimum annual need from the Eady Fund, but in the prevalent conciliatory mood there are strong hopes that a compromise figure between the proposed £2.9 million and £3½ million will be arrived at.

Davies Seen Conciliatory

The attendance of John Davies at the talks may well occasion surprise in many quarters, for Davies was the most vehement opponent of exhibitors in earlier meetings and it was at his behest that the Rank Organization pulled out from CEA membership. On the other hand, well-informed persons look upon the Davies attendance as a happy omen. They maintain that other influential producers have approved CEA's proposal as a practical springboard for discussions.

Although an extremely cautious attitude is adopted by all parties there is a readily recognizable hope that settlement may be reached in time for ratification by CEA's General Council on September 8. The revised rates of levy would in that case go into operation on October 1.

Hopes O. Censor Law Will Be Upheld

COLUMBUS, Aug. 9.—The "Catholic Times," official publication of the Columbus diocese, editorially expressed the hope that the Court of Appeals will uphold Judge Ralph Bartlett's denial of an injunction against the Ohio censor laws sought by RKO Radio Pictures, Independent Theatre Owners of Ohio, Martin Smith of Toledo and Horace Adams of Cleveland.

The newspaper said that it hoped the Court of Appeals would "see the difference between license and freedom and will uphold the decision of Judge Bartlett to protect the public morality."

Calls Arguments 'Specious'

The newspaper called the plaintiffs' arguments "specious," indicating that censorship is not unconstitutional. "If all restrictions were lifted in the name of freedom, whether it be freedom of expression or freedom of action, it would mean the end of society as we now know and enjoy it."

The editorial said that Judge Bartlett's decision is "being applauded by decent-minded citizens throughout the state," adding that prior censorship "in the interest of common morality is a necessity." The paper added that the decision "is an expression of the freedom of people to protect themselves by law from poisonous influences."

The editorial was titled "In the Interest of Freedom."

Lou Kravitz Named Filmack Sales Head

CHICAGO, Aug. 9.—Lou Kravitz was elected vice-president in charge of sales and a member of the board of directors of Filmack Trailer Co., at the annual stockholder meeting here.

Kravitz has been Filmack's advertising manager and editor of "Inspiration" for several years.

Other officers elected were: Irving Mack, president; Donald Mack, vice-president; Bernard Mack, secretary; Joseph Mack, treasurer, and John Wenner of Daniel F. Rice & Co., member of the New York Stock Exchange, re-elected as a member of the board.

'Stories' Held Over

"Three Forbidden Stories" has been held over for the third week at E. M. Loew's Center Theatre in Boston and has been booked into all E. M. Loew's drive-in theatres, the company announced yesterday.

Allied Artists Plans Domestic, Overseas Sales Conferences

Sales meetings here and abroad are planned by Allied Artists for this month. Morey Goldstein, vice-president and general sales manager, has called a session to be held in New York on Aug. 20 to set plans for "The Human Jungle." Norton Ritchey, president of Allied Artists International, will conduct European meetings in London and the South of France later in the month.

Executives to Attend

Attending the New York meetings will be Edward Morey, vice-president; L. E. Goldhammer, Eastern division manager; James Pritchard, Southern division manager; Harold Wirthwein, Western division manager; John C. Flinn, advertising-publicity director, and Harry Goldstein, Eastern publicity manager.

Ritchey will leave here in about 10 days for Europe. He may be accompanied by Steve Broidy, AA president, who is due here from the Coast Aug. 17.

Schwartz, Burrows, Warner Add Holdings

WASHINGTON, Aug. 9.—Additions to stock holdings of three executives in their respective companies were reported by the Securities and Exchange Commission.

Sol Schwartz, president of RKO Theatres, purchased 5,000 shares in July, increasing his direct holdings to 10,000 shares.

Albert Warner, vice-president of Warner Brothers, bought 500 shares of common stock, increasing his direct holdings to 160,000 shares. He also bought 4,000 shares of common for a trust fund in which he is a beneficiary, bringing the beneficiary holdings to 24,000 shares.

George Burrows, executive vice-president of Allied Artists Corp., purchased 3,700 shares of common in July, increasing his direct holdings to 4,236 shares.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"SEVEN BRIDES FOR SEVEN BROTHERS"
in CINEMASCOPE starring
JANE POWELL - HOWARD KEEL
Color by ANSCO - An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

WARNER BROS. PRESENT
JEANNE CRAIN ◊ DANA ANDREWS ◊ DAVID FARRAR
DUEL IN THE JUNGLE
Color by TECHNICOLOR • A MOULIN PRODUCTION
COOL PARAMOUNT
BROADWAY at 43rd St.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

"Hey, Jerry

we're hotter than
the weather!
Exhibitors everywhere are

Color by
TECHNICOLOR

"LIVING IT UP"

and

HOLDING IT OVER"

...NEW YORK...PHILADELPHIA...SAN FRANCISCO...BOSTON...BUFFALO.......
ATLANTIC CITY...INDIANAPOLIS...ALBANY...NEW HAVEN...MINNEAPOLIS.....
...SEATTLE...CINCINNATI...OKLAHOMA CITY...DES MOINES...MEMPHIS.....
LEVELAND...WASHINGTON...DETROIT...TOLEDO...BRIDGEPORT...TRENTON...
...PORTLAND...SPRINGFIELD...NEW LONDON...WATERBURY...READING.......
CHMOND...NORFOLK...BALTIMORE...DAYTON...HARRISBURG...WORCESTER
...STAMFORD...ALLENTOWN...ROCHESTER AND MANY MORE CITIES......

Get It From Paramount! And Get Ready For
Your Holdover! Your Grosses Will Prove That

IT'S THE GREATEST FROM

MARTIN and LEWIS

MOTION PICTURE DAILY'S BOOKING CHART

ALLIED ARTISTS	COLUMBIA	LIPPERT	M-G-M	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L	WARNERS
SECURITY RISK John Ireland Dorothy Malone D—69 min. (5417) (Release 8/8/54) KILLER LEOPARD Bomba D—(5412) (Release 8/22/54) JUNGLE GENTS Bowery Boys C—63 min. (5420) (Release 9/5/54) TWO GUNS AND A BADGE Wayne Morris W—69 min. (5427) (Release 9/12/54)	(July Releases) INDISCRETION OF AN AMERICAN WIFE Jennifer Jones Montgomery Cliff D—63 min. (Rev. 4/21/54) Os HELL BELOW ZERO (Color) Alan Ladd Joan Tetzel D—91 min. (Rev. 5/20/54) Os THE OUTLAW STALLION (Color) Phil Carey Dorothy Patrick W—64 min. (Rev. 6/22/54) Os (August Releases) (Reprint) CORONER CREEK Randolph Scott Marguerite Chapman W—90 min. (Rev. 6/4/48) PUSHOVER Fred MacMurray Kim Novak Phil Carey D—87 min. Os (Rev. 7/23/54) THE LAW vs. BILLY THE KID (Color) Scott Brady W—73 min. (Rev. 7/23/54) Os (Reprint) GUNFIGHTERS Randolph Scott Barbara Britton W—73 min. (Rev. 6/13/47)	SILENT RAIDERS Richard Bartlett Earle Lyon Jeanette Bordeaux D—(5400) (Release 8/6/54) TERROR SHIP William Lundigan D—(5330) (Release 8/13/54) THE UNHOLY FOUR Paulette Goddard D—(5401) (Release 8/20/54) LIFE WITH THE LYONS Bebe Daniels Ben Lyon D— (Release 8/27/54) DEADLY GAME Lloyd Bridges Simone Silva D— (5402) (Release 9/10/54) THE SIEGE Special Cast D— (5323) (Release 9/17/54)	SEVEN BRIDES FOR SEVEN BROTHERS (Color) Howard Keel Jane Powell MC-103 min. (Rev. 6/1/54) (Release 8/6/54) CS-Ms, Ps or Os HER TWELVE MEN (Color) Greer Garson Robert Ryan D-91 min. (Rev. 6/30/54) (Release 8/20/54) Ps or Os BETRAYED (Color) Clark Gable Lana Turner Victor Mature D—108 min. (Rev. 7/19/54) (Release 9/3/54) Ps or Os BRIGADOON (Color) Gene Kelly Cyd Charisse Van Johnson Elaine Stewart M—108 min. (Release 9/24/54) CS—Ms, Ps, or Os	(July Releases) (Re-Release) THE GREATEST SHOW ON EARTH (Color) Betty Hutton Charlton Heston D—153 min. (Rev. 1/2/52) KNOCK ON WOOD (Color) Danny Kaye Mai Zetterling C—103 min. (Rev. 3/31/54) (August Releases) LIVING IT UP (Color) Dean Martin Jerry Lewis Janet Leigh Edward Arnold C-95 min. (Rev. 4/29/54) ABOUT MRS. LESLIE Shirley Booth Robert Ryan Marjie Millar Alex Nicol D—104 min. (Rev. 4/30/54)	LAUGHING ANNE (Color) Wendell Corey Margaret Lockwood Forrest Tucker D—90 min. (Rev. 4/26/54) (Release 7/1/54) MAKE HASTE TO LIVE Dorothy McGuire Stephen McNally Mary Murphy D—90 min. (Rev. 4/1/54) (Release 8/1/54)	(Re-Release) EVERY GIRL SHOULD BE MARRIED Betsy Drake Cary Grant Franchot Tone C-85 min. (Rev. 11/10/48) (Release 8/7/54) (Re-Release) THE WINDOW Bobby Driscoll Barbara Hale Arthur Kennedy C—73 min. (Rev. 5/10/49) (Release 8/7/54) (Re-Release) SHE WORE A YELLOW RIBBON John Wayne John Agar Joanne Dru OD—103 min. (Rev. 7/27/49) (Release 9/4/54) Robert C. Ruark's AFRICA ADVENTURE Documentary (Release 9/18/54) PASSION (Color) Cornel Wilde Yvonne De Carlo D— (Release 9/25/54) SA—Os	(August Releases) BROKEN LANCE (Color) Spencer Tracy Robert Wagner Richard Widmark Jean Peters D—96 min. (Rev. 7/23/54) CS-Ss, Ms or Os THE RAID (Color) Van Heflin Anne Bancroft Richard Boone W—83 min. (Rev. 7/21/54) (The following to be released in CS-Ss, Ms, Os) KING OF THE KHYBER RIFLES GARDEN OF EVIL BENEATH THE 12-MILE REEF DEMETRIUS AND THE GLADIATORS (Sept. Release) Darryl F. Zanuck's THE EGYPTIAN (Color) Gene Tierney Edmund Purdom Victor Mature Bella Darvi D— CS—Ss, Ms, or Os	(July Releases) RETURN TO TREASURE ISLAND (Color) Tab Hunter Dawn Addams D—75 min. (Rev. 6/22/54) APACHE (Color) Burt Lancaster Jean Peters W—91 min. (Rev. 6/30/54) THE LAWLESS RIDER Johnny Carpenter Frankie Darro Douglas Dumbrille W— ADVENTURES OF ROBINSON CRUSOE (Color) Dan O'Herlihy James Fernandez D—90 min. (Rev. 6/16/54) (August Releases) CROSSED SWORDS (Color) Errol Flynn Gina Lollobrigida D—86 min. (Rev. 7/28/54) DOWN THREE DARK STREETS Broderick Crawford Ruth Roman Martha Hyer D— MALTA STORY Alec Guinness Jack Hawkins D—98 min. (Rev. 7/15/54) VICTORY AT SEA Documentary 97 min. (Rev. 5/17/54) THE DIAMOND WIZARD Dennis O'Keefe Margaret Sheridan Philip Friend D—83 min. (Rev. 7/19/54)	(August Releases) FRANCIS JOINS THE WACS Donald O'Connor Julia Adams Mamie Van Doren Lynn Bari C—94½ min. (Rev. 7/1/54) MAGNIFICENT OBSESSION (Color) Jane Wyman Rock Hudson Barbara Rush Agnes Moorehead Otto Kruger D—108 min. (Rev. 5/11/54) (Sept. Releases) BLACK SHIELD OF FALWORTH (Color) Tony Curtis Janet Leigh David Farrar D—100 min. (Rev. 8/3/54) CS—2D—Ss, Ps DAWN AT SOCORRO (Color) Piper Laurie Rory Calhoun David Brian W—80½ min. (Rev. 7/16/54)	KING RICHARD AND THE CRUSADERS (Color) Rex Harrison Virginia Mayo George Sanders Laurence Harvey D—114 min. (Rev. 7/7/54) (Release 8/7/54) CS-Ss or Os DUEL IN THE JUNGLE (Color) Dana Andrews Jeanne Crain D— (Release 8/23/54) DRAGNET (Color) Jack Webb Ben Alexander Ann Robinson D— (Release 9/4/54) THE BOUNTY HUNTER (Color) Randolph Scott Dolores Dorn W— (Release 9/25/54)

Keys: SYSTEM: CS—CinemaScope; VV—VistaVision; SA—SuperScope (anamorphic print); 3D—two prints; 3D(1)—single strip.

SOUND: Ss—Four track magnetic stereophonic sound; Ss(2)—Separate stereophonic sound print; Ps—Perspecta optical directional sound; Ms—single track magnetic sound; Os—standard optical sound.

Letters denote the following: (D) Drama; (M) Musical; (C) Comedy; (O) Outdoor action; Production Numbers Are In Parentheses. (Rev.) Motion Picture Daily Review Date.

Jack Lewis Elected President of NAVA At Chicago Meeting

CHICAGO, Aug. 9.—Jack E. Lewis, Lewis Film Service, Wichita, Kan., was elected president of the National Audio-Visual Association for 1954-1955 at its ninth annual national convention and trade show held here at the Conrad Hilton Hotel. Voting by mail were 179 out of 352 voting members who are owners of audio-visual dealer and film library businesses.

Other new officers are: first vice president, Alan B. Twyman, Twyman Films, Dayton, O.; second vice president, Ainslie R. Davis, Davis A-V Co., Denver Col.; secretary, Francis J. Didier, Delta Visual Service, New Orleans; treasurer, William W. Birchfield, Ala.; directors, Ray Swank, Swank Motion Pictures, Inc., St. Louis; Jerome W. Kintner, Photo & Sound Co., San Francisco; regional directors, Middle Atlantic states: L. C. Vath, L. C. Vath A-V Aids, Sharpsville, Pa.; Midwestern states: Harold Newman, Newman A-V Aids, Kalamazoo, Mich.; Southwestern states: R. R. Riley, A-V Services, Houston; Canadian Region: Marvin Melnyk, A-V Supply Co., Winnipeg, Man.

Six Board Members Held Over

Six members of the 1953-1954 NAVA board whose terms do not expire until July, 1955, will serve on the 1954-1955 board. They are: directors, Lew Lash, Engleman Visual Education Service, Detroit; W. G. Kirtley, D. T, Davis Co., Louisville; regional directors, New England, George Roghaar, New England Film Service, Arlington, Mass.; Southeast, Bill Birchfield, Alabama Photo Supply Center, Montgomery, Ala.; Plains Region, Frank Bangs, Frank Bangs Co., Wichita, Kan., and West, P. H. Jaffarian, A-V Center, Inc., Seattle.

Film Library Assn. Elects New Officers

CHICAGO, Aug. 9.—New officers of the Educational Film Library Association for 1954-1955 were elected at the group's 11th annual conference at the Conrad Hilton Hotel here.

They are: president, Garret Weathers, South Bend Public Schools; vice-president, Mary Louise Alexander, Stamford, Conn. Public Library; secretary, Nelle Lee Kenkinson, St. Louis Public Schools. Three new members have been elected to the EFLA board of directors: Erwin C. Welke, University of Minnesota, for the colleges and universities; F. Edgar Lane, Schools of Dade County, Fla., representing the schools, and Muriel Javelin, Boston Public Library, for the general and adult education group.

Agnew Farm to Sullivan

Ed Sullivan will take occupancy tomorrow of the 95-acre Southbury, Conn., farm of Neil Agnew, industry executive.

HOWARD E. STARK
Brokers and Financial Consultants
TELEVISION STATIONS
RADIO STATIONS
50 E. 58th St., N. Y. EL 5-0405
Specialists to Motion Picture Industry

Television--Radio

with Pinky Herman

ROBERT W. SARNOFF has appointed Richard A. R. Pinkham, director of the newly created Participating Programs Department, in charge of NBC-TV's three Magazine Concept programs, "Today, "Home" and "Tonight." It is expected that in 1955 these three programs alone will produce an annual gross revenue of more than $20,000,000. Which proves the sagacity of the originators of the following proverbs: "No time like the present" (Today). "A rolling stone gathers no moss—stay (Home)." "(Tonight) or never." (With this we'll Sarn Off). . . . Transfilm, Inc., is making available to TV stations four telefilms, produced by it for the TV-Radio Workshop of the Ford Foundation and which have appeared on "Omnibus." Averaging 13 minutes in length, the pix are, "The William Faulkner Story," "The Raymond Loewy Story," "Tugboat" and "The Phillips Halsman Story." . . . "The Conrad Nagel Theatre," produced by the Andre Luotto Productions for TV, will be distributed by Guild Films. The stories are adaptations of works by such writers as Guy deMaupassant, Balzac, Tolstoy, Chaucer and others.

☆ ☆ ☆

Dennis James

Marking the first time so many first-run motion pictures have ever been TVeed on one show is "Bits from the Hits," which will be WBCSeen tomorrow (10:00-10:45 P.M.) and emceed by Dennis James. The ambitious line-up includes "On the Waterfront," Columbia Pictures, starring Marlon Brando; "The Caine Mutiny," starring Humphrey Bogart and Jose Ferrer; Paramount's "Living It Up," starring Dean Martin & Jerry Lewis; Alfred Hitchcock's "Rear Window," also Paramount, starring James Stewart and Grace Kelly; M-G-M's "Valley of the Kings," starring Robert Taylor and Eleanor Parker; United Artists' "Apache," starring Burt Lancaster. Execs of these major picture producing companies, who cooperated to provide this top-flight replacement for the N. Y. City blackout of the Archie Moore-Harold Johnson Pabst Blue Ribbon boxing show for the light heavyweight world crown, are to be congratulated for a promotion stunt which can't help but whet the appetite of the video audience.

☆ ☆ ☆

The Fred Vandeventer-Florence Rinard TV ABClover quizzer, "20 Questions," is plugged not in one but in TWO current flickers on Broadway, Mickey Spillane's "The Long Wait" and "Duel in the Jungle," starring Dana Andrews and Jeanne Crain. . . . In a sked set up by Herb Gordon Zin, veepee in charge of programming, the star of the popular telefilm series, "I Led Three Lives," Richard Carlson, will make "integrated commercials" for sponsors who have re-signed the series for another 52 weeks.

☆ ☆ ☆

Radio Dead? Not by a long shot. Over the weekend this reporter hopped into our trusty chariot for a trip to Boston, via Hartford, Where we exchanged pleasantries with old pals, Bertha Porter of WDRC, Larry Kenfield of WTIC, Lou Brooks and Dick Fague (pinch-hitting for Jack Downey) at WGTH, Bill Hennessey and Bill Reed of WCCC. However, what we intend to portray as evidence of radio's continued potential and importance in the scheme of things is the following: Saturday morning around ten we happened to tune in Alan Dary, WORL deejay, liked his easy-goin' personality and headed for 92 State St. where the WORL studios are located. A few minutes of chatting with Alan and then said he, "Pinky, let me show you an experiment. This brand new recording by Jerry Martin (Savoy Records) of a new song titled 'Where Can You Be?' has never been on any station in Boston, this being the first record left here in town. I'll play it at 11:00 o'clock and will ask my listeners to phone in for just 10 minutes after the song has been played, asking whether in their honest opinions, the song is a HIT or flop." Before the record was finished the stations' switchboard was lit up like a Christmas tree. The total number of phone calls that came through was 174 (many could not be answered), proving that a good deejay not only has the audience but can "SELL." P.S. Of the 174 votes, 157 said "The song would be a HIT, 16 said 'Won't Be a Hit' and one over-cautious listener said 'Maybe' " Multiply this situation by the several thousand disk-jockey-radio salesmen all over the country and you can readily see why RADIO is still as powerful a factor in America as it ever was, despite the growth of its young brother, TELEVISION.

20th Exchanges Map 'Egyptian' Promotion From Coast to Coast

Merchandising plans for Darryl F. Zanuck's "The Egyptian" mapped last week at 20th Century-Fox's two-day sales meeting in New York, will be the subject at a series of special conferences to be held this week at the company's 38 domestic and Canadian offices.

To be conducted by division and branch managers who attended the home office parley called by distribution director Al Lichtman, the meetings will serve to provide detailed information to sales and exchange personnel on policy evolved for the CinemaScope production.

Discussions will focus on territorial handling of the film in DeLuxe color, world premiering Aug. 24 at New York's Roxy Theatre in a benefit for the March of Dimes, and aspects of the national promotional campaign.

Started Last Week

Among the items to be discussed will be the billboard posting campaign which started in some areas last week and which will commence in a total of 51 key centers by this weekend. Other aspects of the campaign to receive special attention will be the trio of tours and exhibitions in progress on "The Egyptian."

The tours, to hit a combined total of over 350 cities, include two public relations junkets: one by Charles Le Maire, head of women's wardrobe at the studio and costume designer on the picture; and a swing through 22 cities in the U. S. and Canada by stage and screen actor Bert Lytell.

The third publicity effort for the film is the transcontinental tour of two huge trucks transformed into mobile exhibits. The truck tour currently is in its second month.

Plan Mass Openings For 'The Egyptian'

One of the largest mass openings of any CinemaScope production is shaping up on Darryl F. Zanuck's "The Egyptian," scheduled to debut in 200 situations around Labor Day. Processing of prints has commenced at De Luxe Laboratories in New York on a stepped-up schedule to meet first playdates being lined up in key cities across the nation and in Canada.

Every section of both countries will be represented in the early September playdate roster, with all openings to be given major advertising, publicity and exploitation handling.

'Duel' in W. Penn. Starts on Aug. 27

PITTSBURGH, Aug. 9. — Bert Stern, Pittsburgh territorial distributor for Selznick Releasing Organization's "Duel in the Sun" announced he would kick off his Western Pennsylvania saturation bookings on the film at the Stanley Theatre here on Aug. 27.

ALWAYS GOOD!
ALWAYS ON TIME!
FILMACK
FOR BETTER
SPECIAL
TRAILERS
630 Ninth Ave. New York, N.Y.
1327 S Wabash Chicago 5, Ill.

Letters denote the following: (D) Drama; (M) Musical; (C) Comedy; (O) Outdoor action; Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.

News Roundup

Holdovers Galore in Cinci.

For the first time in Cincinnati's local theatre history, all downtown first runs are playing holdovers. "Three Coins in the Fountain" is in its fourth week at Keith's; "Gone With the Wind" is playing its third week at the RKO Palace; "Living it Up" is enjoying a second moveover week at the RKO Grand, following an opening at the RKO Albee, while "The Caine Mutiny" continues at the Albee for a second week where it seems headed for an extended run.

■

La. Theatre Destroyed

A pre-dawn fire swept through the Gay Theatre, Harvey, La. to destroy it completely in an estimated $100,000 loss. The fire of undetermined origin broke out about 3:00 a.m. and five hours later firemen were still pouring water into the smoldering rubble. Clarence Thomasie, owner of the theatre, is ill at home, but his son said he didn't think the property was insured. The theatre had been closed awaiting new equipment.

■

Golf Match, $10 "Gate"

The Cincinnati Variety Club, Tent No. 3, will hold its annual golf tournament at the Summit Hills Country Club, Aug. 30. The $10 "gate" includes luncheon, dinner and amusements in addition to golf and an admission prize for every guest. Proceeds will go to the club's charity fund.

■

"Pushover" Gets Push

Kim Novak and Phil Carey, young Columbia stars, will be sent on a short personal appearance tour by the studio to Detroit, Milwaukee and Philadelphia in connection with openings of "Pushover," in which they appear with Fred MacMurray. Additional stops are scheduled here and in Chicago for publicity through national media.

■

50 More 'Apache' Prints

United Artists has ordered from Technicolor an additional 50 prints of "Apache," to meet the reported demand for the Hecht-Lancaster film. The new print order brings to 450 the number of Technicolor prints on "Apache."

Cinerama in London Starts in September

LONDON, Aug. 9.—Cinerama will be installed in the London Casino here in accordance with an agreement just signed by Sydney H. Murley on behalf of Robin International, Inc. The contract will run for one year. Present lessees of the Casino are Tom Arnold and Emile Littler.

Murley has tentatively set Sept. 28 as the date for the opening of Cinerama at the Casino. In the meantime he plans to visit the Continent to close similar deals in France and Germany.

IATSE

(*Continued from page* 1)

Devitt, national director of Labor's League of Political Education, who declared that the unions in "all the nations in Europe, outside of the Iron Curtain, enjoy more freedom in the field of collective bargaining than we do here in the United States."

The convention was opened by Earle W. Wagner, president of Cincinnati's moving picture machine operators Local 327, and was addressed by former Mayor Carl Rich, Chief of Police Stanley Schrotel, Sheriff Daniel Tehan and Robert Sidell, president of Cincinnati Local No. 1 of the American Federation of Musicians.

Toward the end of the session, the convention gavel was turned over to IATSE international president Richard F. Walsh, who supplemented McDevitt's remarks by calling upon the members of the organization to pay close attention to labor laws being passed at the state level. Many of these, he declared, are becoming more vicious than the Federal statutes.

Predicts $35,000,000 IFE Gross in 1955

A gross of $35,000,000 by IFE Releasing Corp. in 1955 was predicted here yesterday by Bernard Jacon, vice-president in charge of sales, at a luncheon for delegates to the company's first national sales convention here.

Jacon said that in addition to the nine pictures screened for the convention, between five and eight additional productions would be acquired by IFE before Dec. 1.

E. L. Zorgniotti, executive vice-president, said that "more important pictures" would be released in 1955.

The delegates saw "Aida," "Hurdy-Gurdy," "Theodora," "Wayward Wife," "Love in the City," "A Husband for Anna," "City Stands Trial," "Voice of Silence" and "Too Young for Love."

WB Net

(*Continued from page* 1)

last year, the operations of Warner Brothers Pictures, Inc. (1953), for the three months ending May 29, and of the old Warner Brothers Pictures, Inc., for the six months ending Feb. 28, 1953 (after eliminating net profit from domestic theatre operations), showed a combined net profit of $2,129,000, after provision of $3,034,000 for Federal taxes on income and after provision of $150,000 for contingent liabilities.

Exhibitors in Mexico Paid STIC Strikers

MEXICO CITY, Aug. 9.—Exhibitors here voluntarily paid their employes, members of the National Cinematographic Industry Workers Union (STIC), $48,000 as wages during the recent six-day strike, in which STIC members had demanded a 35 per cent pay increase.

STIC accepted the Labor Ministry's plea to postpone for three weeks —from Aug. 7 to Aug. 28—the strike which it aims at 120 theatres, 30 here and the remainder in the provinces. During these three weeks negotiations will continue in an effort to avert a shutdown.

See $75,000 Opener For 'Window' Here

Paramount's "Rear Window," is expected to reach the $75,000 gross mark by tomorrow, the film's seventh day at the reopened Rivoli Theatre on Broadway, the company estimated yesterday.

The figure will place the film among the top four attractions to play the Rivoli in its 37-year history, Paramount said. The film in the first four days of its engagement, grossed in excess of $45,000. It also shattered the all-time Atlantic City boxoffice mark recently set there by the new Martin and Lewis comedy "Living It Up," the company said.

See All Theatres in Tax Suit

(*Continued from page* 1)

range a meeting of counsels in an effort to eliminate what they called an "unnecessary burden." Copies of the letter were made available to Corporation Counsel Adrian Burke and City Comptroller Lawrence Gerosa.

At present the temporary injunction order blocking collection of the tax in excess of five per cent applies only to the five Queens houses which filed the original suit against the city.

Since the injunction was issued, a notice of appeal was filed by the city against it. However, action on the notice of appeal as well as a pending trial of the suit will not be resolved until September.

Meanwhile, exhibitor attorneys are drafting a cross-appeal, which may be filed today with the Appellate Division of the Supreme Court, Second Department, Brooklyn. Both the city's notice of appeal and the operators' cross-appeal will be judged on Sept. 13 when the Appellate Division reconvenes.

Alternative to the city's waiving collection of the breakage portion of the tax would be a self-initiated petition on the part of exhibitors who desire at this time to become parties to the case.

They may sign a petition, possibly through the Metropolitan Motion Picture Theatre Owners Association, or the Independent Theatre Owners Association, becoming parties to the action and subjecting themselves to the full force in effect of the order signed by Justice Pette, plaintiffs' lawyers explained.

Such a procedure might entail the posting of a $250 bond by each additional plaintiff, and would, the exhibitor counsels said, create a great burden to all involved as far as cost and additional paperwork is concerned.

The contemplated cross-appeal which may be filed by the plaintiffs today, is prompted by the fact that Justice Pette's injunction order didn't contain all of the grievances originally alleged against the city and the tax law.

In addition to the breakage provision of the tax, operator lawyers argue that the tax is in violation of another section of the City Administrative Code as well as the Federal and state constitutions.

People

Mr. and Mrs. William Orr are the proud parents of a son, born to **Mrs. Orr,** daughter of **Mrs. Jack L. Warner,** at St. John's Hospital, Santa Monica. Orr is an executive at Warner studios.

◻

Herb Miller, editor of The Exhibitor, is in the Albert Einstein Medical Center, Southern Division, Philadelphia, for observation and treatment for a glandular condition.

◻

Harry Corlew, assistant manager of the downtown Stanley Warner Strand, Hartford, has been promoted to managership of the circuit's newly reopened Commodore Hull Theatre, Derby, Conn. **William Caplin,** Army veteran, replaces Corlew.

◻

Walter Futter has appointed **Bob Greenblatt** as his special sales repreresentative for his Vidoscope, anamorphic and projection lenses.

◻

Nat L. Lefton, of Cleveland, who underwent surgery while vacationing in Hawaii, has returned home.

◻

Zelda Cutler, RKO secretary in Cleveland, has announced her engagement to **Herbert Diamond.**

◻

Edward Cutler, RKO booker of Cleveland, has resigned to enter the insurance business.

◻

Jack L. Gertz of Jack L. Gertz Enterprises, theatre business promotions, has opened a branch office in Charlotte, N. C.

◻

George Goodrow has been named chief projectionist at the newly opened East Hartford Family Drive-In, South Windsor, Conn.

◻

Judy Holliday is recuperating in the Harkness Pavilion here following a foot operation.

Ohio Exhibitor Suit

(*Continued from page* 1)

on the rate boost request of the carrier will be heard Sept. 10. The carrier must then justify its application.

Robert Wile, ITOO secretary, said that theatres serviced by the carrier should not pay more than 21 cents for the first pound for all items coming from one exchange.

"The carrier's subterfuge of designating trailers as coming from National Screen Service and accessories from Advertising Accessories, Inc., is also illegal," said Wile. "You are advised that you should not pay more than the legal rates," Wile added.

Johnston

(*Continued from page* 1)

sidy phase of the Italian agreement, describing it as one of the worst to be made. He recalled that he had succeeded in having the original subsidy payment reduced from 12½ per cent to 10 per cent and that it has been eliminated entirely from the new agreement.

Johnston returned to Washington following the luncheon.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 76. NO. 29 NEW YORK, U. S. A., WEDNESDAY, AUGUST 11, 1954 TEN CENTS

Bird Commission

Will Prepare N.Y.C. 5% Tax Report Shortly

Meanwhile, Exhibitors Ask Breakage Directive

The state commission appointed by Gov. Thomas E. Dewey on June 15 to study the validity of the New York City five per cent amusement tax and its economic ramifications to the local industry, will be assembled within a matter of weeks to prepare its report to the state's chief executive, Frederick L. Bird, commission chairman, announced yesterday.

Bird yesterday revealed that because commission members are scattered throughout the state at the present time, it would not be until after Labor Day that they could assemble and prepare their findings for Gov. Dewey's scrutiny.

In the event that their assemblage

(*Continued on page* 4)

'Hilux Val' Lens Demonstrated Here

The premiere trade demonstration yesterday morning at the Paramount Theatre of the new "Hilux Val" variable anamorphic lens received favorable comment by a cross-section of technicians, projectionists, exhibitors and supply dealers who saw the demonstration.

Scenes from Warner Bros. "Lucky

(*Continued on page* 5)

Film Shares Set New Highs for '54

Practically every motion picture and theatre stock listed on the Big Board closed at new highs for the year yesterday, reflecting good business reports from theatres in most sections of the country and good earnings prospects in consequence for production-distribution companies.

Issues setting new highs yesterday were: American Broadcasting - Paramount Theatres, Columbia Pictures, Paramount Pictures, National Theatres, Stanley Warner Theatres, 20th Century - Fox and Universal. Those at or near their highs for the year included Loew's and Warner Bros.

NewM'Carthy Organization

Formation of International Affiliates, designed to be active in the international field with emphasis on motion pictures, was announced here yesterday by John G. McCarthy, formerly vice-president in charge of international affairs of the Motion Picture Association of America and Motion Picture Export Association.

J. G. McCarthy

It will participate in the financing of motion pictures, particularly co-productions aimed at the international market, and will also serve as producers' representatives in the American market, McCarthy said. Public relations, promotion and publicity, international trade and international currency transactions are also included in the new organization's scope of operations, he added.

Arrangements have already been

(*Continued on page* 5)

UA to Distribute Title Bout Film

United Artists has acquired the world-wide distribution rights to the film of the forthcoming 15-round world heavyweight title rematch between champion Rocky Marciano and former title-holder Ezzard Charles at the Yankee Stadium here on Sept. 15, it was announced jointly by James D. Norris, president of the International Boxing Club, and William J. Heineman, vice-president in charge of distribution for United Artists.

Interest in the film of the initial Marciano-Charles bout, held at the Yankee Stadium last June 17, was reported so great that more than 5,000 theatre bookings were set for it. The pictures of that set-to also were distributed by United Artists.

File 3 Percentage Actions in L.A.

LOS ANGELES, Aug. 10.—Paramount, Universal and Columbia filed separate percentage actions in Federal Court here against Sidney Kurstin, formerly operating the Boulevard Theatre in East Los Angeles (Belvedere Gardens).

Gordon L. Files of the Los Angeles firm of Freston & Files signed each complaint with Sargoy & Stein of New York appearing as of counsel.

TOA Survey Finds

90% of Larger Circulation Papers Hike Theatre Rates

Almost 90 per cent of the nation's newspapers with circulations of more than 250,000 charge higher advertising rates for theatres than they do for other types of advertisers, according to survey figures compiled by Howard Bryant and Dick Pitts for the Theatre Owners of America. It was emphasized that the survey was not conducted for the purpose of planning an "attack" upon newspapers charging premium rates, but rather to obtain facts and figures that might be of value to the local exhibitor, since basically it is a local problem.

The report on the questionnaires covered 224 newspapers in 154 cities in 36 states. In summary, the survey revealed that:

Almost 80 per cent of newspapers with circulation of 10,000 or less charged the same rate for theatres as for others; about 15 per cent charged more for theatre advertising and slightly more than 10 per cent charged less.

In the 10,000 to 25,000 circulation category, about 35 per cent of the newspapers charged more for theatres, 50 per cent the same and 15 per cent charged less.

Newspapers with circulation between 25,000 and 50,000 showed that approximately 55 per cent charged the same rates for theatres as they did

(*Continued on page* 5)

No 'Eady' Accord; Meet Again Sept. 1

LONDON, Aug. 10.—Leaders of British producer, distributor and exhibitor associations met here today and submitted, without reaching any final agreement, figures estimating their minimum annual requirements of revenue from the Eady levy. All factions agreed to meet again on Sept. 1 in an effort to iron out their differences.

Canadian Industry Girds for R.R. Strike

TORONTO, Aug. 10.—The stage is set to meet the threatened strike of 130,000 employes which would halt the railway systems of Canada, thus tieing up service for exchanges and exhibitors as well as others. Cabinet ministers have been called to a special session at Ottawa tomorrow to decide on government action in the crisis when the result of a strike vote across the country is known.

Emergency measures have been organized by the film industry for the handling of film shipments. The Motion Picture Theatres Association of Ontario has planned regional film depots throughout the Province and executive secretary A. H. Jolley has sent out notices to exhibitors with instructions on where they are to pick up their prints and deposit previously-used films.

IFE Salesmen Ask 'Jacon Sales Drive'

District managers and salesmen of IFE Releasing Corp., who gathered at the company's first national sales convention here yesterday, introduced a resolution calling for a sales drive, to be known as the Bernie Jacon Testimonial Drive, as a tribute to the IFE vice-president in charge of sales. The drive would begin immediately and continue through Dec. 31, 1954.

In turn, IFE executive vice-president E. R. Zorgniotti, Jacon, and Jonas Rosenfield, Jr., vice-president in charge of advertising, publicity and

(*Continued on page* 5)

Walsh Is Acclaimed As He Reports to IA

CINCINNATI, Aug. 10.—Richard F. Walsh, president of the International Alliance of Theatrical State Employees and Moving Picture Machine Operators, was acclaimed by a long demonstration of convention delegates here today following a two-and-a-half-hour summary of the union's

(*Continued on page* 5)

'White Christmas,' Set for Music Hall

Irving Berlin's "White Christmas," first picture produced in VistaVision, will have its world premiere at the Radio City Music Hall in the early Fall. Announcement that contracts had been signed for the world premiere were made jointly yesterday by Russell V. Downing, president of the Music Hall, and Barney Balaban, president of Paramount Pictures, producers of "White Christmas."

Personal Mention

LEO JAFFE, Columbia Pictures vice-president and assistant treasurer, arrived in London yesterday from New York.

•

P. T. DANA, Universal Pictures Eastern sales manager, has left New York for Pittsburgh, Detroit and Cleveland.

•

JESSE KAYE, in charge of M-G-M Records at the studios, returned to Hollywood by plane yesterday from New York.

•

RALPH MARTIN, of the magazine "Seventeen," has returned to New York from a tour of the Eastern states.

•

ESTHER WILLIAMS and her husband, BEN GAGE, arrived in New York Monday from Florida and will leave here today for San Francisco.

•

FRANK ROSS, producer, and JOAN CAULFIELD, his wife, arrived in New York by plane yesterday from Europe.

•

LOUIS FELDMAN, of Du Art Laboratories, will leave here today with MRS. FELDMAN for the Coast.

•

TOM GERETY, of the M-G-M publicity department, returned to New York yesterday from his vacation.

•

CHARLES BOYER will sail from New York for Europe today aboard the "Liberte."

•

ANNE BAXTER will arrive in New York from the Coast on Saturday and will leave here the same day for Paris.

To Tie in Para.'s Shorts in Drive

Paramount Pictures is releasing 14 of its projected 60 short subjects set for the 1954-1955 season to help launch "A. W. Schwalberg Anniversary Week," marking the start of the company's 40th anniversary sales drive.

The "Week," in honor of the Paramount Film Distributing Corp. president will run Aug. 29 through Sept. 4, and the sales drive, tagged "A Salute to the Future," will continue for 14 weeks through Dec. 14.

Outlined by Morgan

Oscar A. Morgan, head of the short subjects and Paramount news sales department, announced the following shorts' series and titles for drive distribution.

For the Cartoon Champion series: "We're In the Honey," "Butterscotch and Soda," "Sudden Fried Chicken," "The Friendly Ghost," "The Bored Cuckoo," and "Santa's Surprise."

For the Headliner Champion series: "Speaking of Animals and Their Families," "Speaking of Animals in a Musical Way," "Stork Crazy," "The Lonesome Stranger," "Calling All Animals," and "Video Hounds."

Sportlight—"Twin Riding Champs"; Pacemaker—"Drilling for Girls in Texas."

Morgan also announced that several VistaVision shorts are now in production and still others are in the planning stage.

JAPANESE FILM INDUSTRY IS 'BIG,' SAYS U. S.

WASHINGTON, Aug. 10. — The Japanese film industry is a big industry. According to a report by the U. S. Department of Commerce, gross receipts in 1953 amounted to $167,000,000, which were amassed from only 62 per cent of the domestic market (foreign films accounted for 38 per cent of gross receipts). There are now 3,734 theatres showing 35mm. films with a total seating capacity of 1,900,000. The number of entertainment films shown in Japan in 1953 totalled 497 of which 302 were Japanese films and 195 foreign films.

'Star System' Stressed

Some idea of production costs is suggested by an estimate of a Japanese producer that a low-budgeted film costs from $105,000 to $110,000 to produce. Japan, because of the shortage of competent actors, has almost inevitably developed the star system, which means that a large percentage of the production costs go to stars' salaries. On the other hand, less is paid for stories in Japan than in the United States, the Department of Commerce said.

At the present time, none of the Japanese producers are planning the production of large screen or three dimensional films. Television, because of the small number of sets, is still not regarded as a serious competitor. The attitude of the film companies toward possible cooperation with television is still negative; however, it is anticipated that cooperation will come sooner than in the United States. With respect to co-production between United States and Japanese film companies, Japanese film officials are not enthusiastic, pointing to discouraging and unprofitable experience in the past, it was said.

Dearth of Capital and Writers

The two major problems of the industry at the present time are shortages of capital and good writers. Even after some remarkable achievements by the industry in recent years, banks are not willing to lend money to film companies. Financing is accomplished through personal loans and carry high interest rates or heavy collateral requirements.

2,459 Theatres in Mexico on Dec. 31

WASHINGTON, Aug. 10.—As of Dec. 31, 1953, there were 2,459 theatres in Mexico with a total seating capacity of 1,591,140, serving a population of 25,809,964 people, Nathan Golden of the U. S. Department of Commerce revealed today. Insofar as can be ascertained, all of these theatres are equipped for the exhibition of 35mm. films.

Censors Passed 1,334

The Mexican censorship board passed 1,334 films, both features and short subjects, during 1953. The importation from the United States amounted to 333 feature films of 35mm. and 474 shorts of both 35mm. and 16mm. This represents about 60 per cent of the total films exhibited. Mexican films accounted for about 32 per cent of the films shown, with 77 feature films and 352 shorts, the department figures show.

There are no official figures available giving the number of theatres that regularly exhibit 16mm. films, Golden said. The Mexican censorship board and the large distributors of 16mm. films state that all such films are exhibited in schools, social centers, churches, universities, public parks, and other non-theatrical outlets.

Distributor Figures Quoted

One large distributor of 16mm. films estimates that his firm distributes to some 700 exhibitors who in turn exhibit on an average in three villages each, making a total outlet of 2,100 places of exhibition. Another distributor reports that his firm sends films to about 1,100 small communities. Heretofore the distribution of 16mm. films was quite substantial; however, since television is becoming available to many of the smaller towns, it is beginning to cut into the 16mm. film business, the report said.

$61,000 2nd Week For 'Waterfront'

Columbia Pictures' "On the Waterfront" will begin the third week of its Astor Theatre run today with the two greatest business weeks in the theatre's 26-year history behind it, Columbia reported yesterday. On the heels of the opening week in which it topped $66,000, "On the Waterfront" registered more than $61,000 for the second week, it was claimed.

The second week mark was still $2,000 ahead of the Astor's previous all-time high of $59,000, set in the opening week of "Battleground" five years ago, according to the Columbia records.

Hanna on 30-City Tour for 'Contessa'

The coast-to-coast publicity campaign for the forthcoming release of "The Barefoot Contessa" by United Artists progressed yesterday with the departure of David Hanna, publicity representative of Figaro Productions, for Los Angeles as the first stop on a 30-city nation-wide tour in behalf of the Technicolor drama that stars Humphrey Bogart and Ava Gardner under the direction of Joseph L. Mankiewicz.

Hanna, who headed "The Barefoot Contessa" publicity operations in Italy throughout the location filming of the picture there, will visit newspaper editors, radio and television representatives in each city to publicize the United Artists' film in advance of its release.

60% of Films Shown In Finland Are U.S.

WASHINGTON, Aug. 10. — According to the Finnish Motion Picture Theatre Owners' Association in Helsinki, there are 547 motion picture theatres in operation in Finland exhibiting 35mm. films. These theatres have a total seating capacity of 153,054.

In 1953, there were 384 feature films shown in Finnish theatres, of which 233 or about 60 per cent were United States productions. According to the association there are no 16mm. commercial motion picture theatres in operation in Finland. This report was made by Nathan Golden of the U. S. Department of Commerce.

20th Plans Biggest 'Egyptian' Campaign

The largest national newspaper advertising campaign in the history of 20th Century-Fox has been scheduled for Darryl F. Zanuck's "The Egyptian" in CinemaScope, which will have some 200 openings across the U. S. and Canada around Labor Day, the company announced yesterday.

The advertising campaign will center in 101 leading newspapers situated in 64 key cities of both countries with full-page and page-dominating insertions, according to 20th Century-Fox.

Kicking off the campaign will be 800-line ads appearing two Sundays before openings of the film. The Sunday before playdates commence ads of 1,200-lines will appear calling attention to individual playdates of the production.

In addition, the initial segment of a record company total of 54 window displays in New York devoted to "The Egyptian" gets underway today with the unveiling of eight film-themed windows at Bonwit Teller's Fifth Ave. store.

Leading Retailers to Participate

Among the many organizations participating in the overall campaign are Tailored Woman, Gimbels, Lord & Taylor, Milgrim's, Mr. John, Saks 34th St., Franklin Simon, Doubleday, Scribner's, Brentano's, Irene Hayes, Christatos, Goldfarb's, Egyptian Tourist State Office and Scandinavian Airlines.

Latady to Equip for Cinerama Abroad

William R. Latady, vice-president of Cinerama, Inc., in charge of U. S. installations, will lead the way in equipping for the medium 15 to 20 theatres in foreign cities to be opened by Robin International, Inc., which recently acquired the rights for distribution of the process abroad.

Latady, who was in charge of setting up the first Cinerama exhibition at the Broadway Theatre here, plans to set up five theatres before January, 1955, with another eight to 15 to follow during the year.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

My Intimate Diary

-by Leo

"Good pictures result from team-work. I'm proud of our team at M-G-M."
—Dore Schary

"Three in a row!"

I was so proud of that article in Film Daily last week under the headline: "TOP RESULTS FOR THREE NEW M-G-M ATTRACTIONS." To quote the article: "Leading the trio is 'SEVEN BRIDES FOR SEVEN BROTHERS' which established a new 21½ year record in its first week at Radio City Music Hall. 'VALLEY OF THE KINGS' in its first 23 engagements is outstanding and 'HER TWELVE MEN' in its world premiere week in Lincoln, Nebraska, finished with a gross greater than any previous attraction except those at advanced prices."

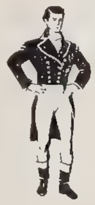
★

"'Brigadoon' I love you!"

Wish you could have seen our Sales Execs doing hooplas in the projection room at 1540 Broadway last week when "BRIGADOON" was screened for the first time at the Home Office. Better than the famed stage hit was the exultant unanimous opinion. Predictions are that this spectacular musical will be an Academy Award contender, which means that the star, the producer and the director of "An American In Paris" have done it again!

★

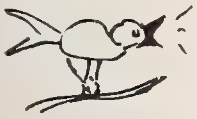
"I am a Brummell!"



Probably the most extensive and most original promotion campaign of years is under way for M-G-M's superb production of "BEAU BRUMMELL." The little figure shown to the left will be the Oscar of the well-dressed man, the award in national contests. Just part of the ballyhoo that will tell the world about the magnificent drama whose fame, based on enthusiastic Previews, East and West precedes it.

★

"I started it!"



A little bird whispered it! The grapevine is carrying it across the nation. The biggest Christmas gift the screen will offer this year is a brilliant musical extravaganza telling the story and singing the songs of Sigmund Romberg. It's "DEEP IN MY HEART" and production has just finished. Those who have seen it forecast it's the Biggest yet in the tradition of the Ziegfeldian-type musicals.

★

"My favorite award!"

In M. P. Exhibitor Magazine's Laurel Award Poll, M-G-M again for the 6th straight year has won the industry's top honor. M-G-M has been voted again: "THE COMPANY THAT GIVES EXHIBITORS THE FAIREST TREATMENT!"

P.S. Watch for more of "My Intimate Diary"

my paw → Leo

News Roundup

British Cite 'Suite'

M-G-M's "Executive Suite," now in its eighth week in London's West End, was the critics' choice in the August issue of the British Film Institute.

■

Reade, Jersey-Bound

The offices of Walter Reade Theatres are now located at Mayfair House, Deal Road, Oakhurst, N. J.

■

Reviews "Waterfront"

In an unusual move, the current issue of McGraw-Hill's "Business Week" carries a five-page pictorial review of Columbia's "On the Waterfront" under the title: "Waterfront Film Dramatizes the Real."

■

"Susan" Aug. Miss Subways

RKO's "Susan Slept Here" has been selected by the New York subways as the Picture of the Month for August.

■

Levine to Host Makelim

Joseph E. Levine, president of Embassy Pictures Corp. is hosting a luncheon in New Haven Aug. 16 for Hal R. Makelim who will talk on his "plan" to exhibitors of the area.

Hits Radio-TV Ban On Hearing Report

WASHINGTON, Aug. 10. — The broadcasting industry today backed up the position of individual networks with a strong protest from the National Association of Radio and Television Broadcasters against the ban on radio and TV coverage of the forthcoming open hearings on the resolution to censure Sen. Joseph McCarthy (R., Wis.).

In a telegram to Sen. Arthur V. Watkins (R., Utah), chairman of the select committee to study censure of McCarthy, and other committee members, NARTB president Harold E. Fellows recommended that the committee meet with a representative group of broadcasters to discuss reversal of the ban.

"SHOWPLACE OF THE EAST"
FOR YOUR SCREENINGS
WIDE SCREEN
• Three Channel interlock projection
• 17½mm & 35mm tape interlock
• 16mm interlock projection
CUTTING & EDITING ROOMS AVAILABLE
MOVIELAB THEATRE SERVICE, INC
619 W. 54th St., N. Y. 19, N. Y. • JUdson 6-0367

Review

"Brigadoon"

(M-G-M)
(CinemaScope)

ALL of the sprightly characteristics of previous M-G-M musicals which were top audience attractions may be found in this Arthur Freed production which is based on the A. J. Lerner and Frederick Loewe 1947 musical play, "Brigadoon," a fantasy which received acclaim during a long Broadway run. Lavish production numbers, integrated with a romantic Scottish Highlands-Lowlands theme, make this CinemaScope picture fine entertainment, enhanced by expert dancing by Gene Kelly and Cyd Charisse, plus music, comedy, pulchritude and beautifully costumed lads and lassies.

The production numbers, which employ the lively Scottish airs, complete with bagpipers and drummers in kilts, are magnificently done and are tremendously exciting. The tunes in this Scotch idyll, "Brigadoon," "Mac Connachy Square," "Waitin' For My Dearie," "I'll Go Home With Bonnie Jean," "The Heather on the Hill," "It's Almost Like Being In Love," "The Gathering of the Clans," "The Wedding Dance" and "The Chase" are zestful. The singing and dancing patterns are merely illustrations for the music and transplant the viewer into a land of enchantment.

This is a film which should do top-notch business in all situations. "Brigadoon," filmed in color by Ansco, stands up as solid film fare with much entertainment to offer. An audience should be exhilarated at its pace and tom-foolery.

The story structure is built on a fable. Americans, Kelly and his cynical, but realistic sidekick, Van Johnson, who turns in an excellent acting job calling for some singing and dancing, are vacationing in the Scottish Highlands. While grouse hunting, they lose their way and are forced to spend the night in the forest. As the dawn appears over the hills, the lifting mist reveals the village of Brigadoon, which appears only once every 100 years. The villagers are surprised to see the Americans and reveal their acceptance in a colorful song and dance sequence. Kelly meets Miss Charisse while wandering about Brigadoon as the village prepares for the wedding of Jimmy Thompson and Virginia Bosler. While Kelly and Miss Charisse are singing and dancing and falling in love, Johnson provides amusing comedy in ducking the advances of an amorous Scottish sheep tender.

Kelly and Johnson are thunderstruck when they learn about Brigadoon's status from Barry Jones. Kelly and Miss Charisse reveal their love for each other, but due to the "miracle" of Brigadoon, part as the day ends and the village disappears into the morning mist. Back in New York City, the cameras record a very amusing sequence in a downtown supper club in which Elaine Stewart excels as Kelly's sophisticated girl friend. Johnson is adept at turning in an amusing portrayal of a "highly soused" business man in this scene. Kelly, still dreaming about Brigadoon, suddenly realizes in the supper club that he wants to see the Scottish villages once again to see if it is real. Accompanied by Johnson, he flies back to the Highlands and as the mists rise over the village, Kelly runs to Miss Charisse, becoming a part of the "miracle."

Others in the cast are Hugh Laing, courtesy of the New York City Ballet; Albert Sharpe, Tudor Owen, Owen McGiveney, Dee Turnell, Dody Heath, and Eddie Quillan. Arthur Freed and Vincente Minnelli produced and directed this CinemaScope film from a screenplay written by Lerner. Musical direction was by Johnny Green with Kelly, who did the choreography.

Running time, 108 minutes. General audience classification. Release date. Sept. 24.

LESTER DINOFF

People

A boy, **George Alexander,** was born to **Mr.** and **Mrs. Spyros S. Skouras, Jr.,** Saturday, at the Lawrence Hospital, Bronxville, N. Y. Skouras is president of Skouras Theatre Corp. Mrs. Skouras is the former Barbara Jane Feldman of Stamford, Conn.

□

Charles Schlaifer, president of Charles Schlaifer and Co., Inc., has been designated one of the speakers at the "Fifth International Congress of Mental Health," to be held in Toronto Saturday.

□

Robert Newton and **Connie Gilchrist,** co-stars of "Long John Silver," first CinemaScope film to be made in Australia, will remain there for several months to appear in a series of special films set for TV production.

□

Herbert B. Sabottka, well-known Northwest theatre executive, has been appointed a member of the Board of Theatre Supervisors by Seattle Mayor Allan Pomeroy.

□

Max Mink, manager of the RKO Palace in Cleveland, and his wife and son, are vacationing in the Pennsylvania Mountains. **Ed Pyne,** manager of the RKO East 105th St., Cleveland, is taking over in his absence.

□

David Polland, Universal Pictures press representative in Washington, is the father of twins, a boy and a girl.

□

J. M. Totman, assistant to **Harry Feinstein,** New Haven zone manager for Stanley Warner Theatres, and **Mrs. Totman** are marking their 20th wedding anniversary.

Bird Commission Report After Labor Day

(*Continued from page* 1)

would be impracticable, Bird added, the 11 commission members may be asked to submit their findings by mail after studying the already compiled statistics. For nearly two months the group's statistical staff has been gathering statistics and economic data about the new tax which went into effect on July 1.

Dewey Will Get It in Time

In either event, the commission's report to the Governor will be ready for his study before the next session of the State legislature reconvenes in January. At that time, is believed in political circles, the legislature may weigh repeal of the state enabling act which empowers the city to levy the amusement tax.

Dewey asked for the Bird Commission study in response to a plea for help sent him by exhibitors and motion picture industry union leaders in June. At that time the industry officials advised Gov. Dewey it was felt that passage of the tax would be "tantamount to confiscation."

In addition to the estimated yield from the tax which has been disputed by operators since its inception in June, the Commission was asked to determine the probable effect of the law on the city's amusement industry in terms of theatre closings, loss of employment, etc., and whether the tax is a sound source of local revenue.

In addition to Bird, the Commission is made up of 11 members, which include four "citizen members," the state comptroller, the state budget director and the president of the State Tax Commission, as well as two members each from the State Assembly and House.

Meanwhile, City Assistant Corporation Counsel Stanley Buchsbaum yesterday received a letter sent to him by exhibitor attorneys in the current local suit against the levy. They called for a directive or statement from the City Comptroller to the effect that during the pendency of the action, he would make no attempt to collect the tax's breakage amounts which exceed the five per cent limit set by law.

Buchsbaum yesterday indicated that he could not now give full study to the idea because he is involved in other work. But he did give evidence that the city would weigh the proposal for possible action as soon as he has the time available.

Buchsbaum is well aware of indications which point to the joining of the case by virtually all exhibitors in the city not already a party to it. If this occurs, motion picture counselors advised him, it would mean a "multiplicity of plaintiffs and a tremendous amount of paperwork, particularly for the city."

Cross-Appeal Due

In another development, Thomas Bress, Loew's attorney and one of the legal leaders in the suit against the tax, yesterday said that a cross-appeal against notice of appeal filed last week by the city, may be filed either tomorrow or Friday.

The city's notice of appeal against the recently granted temporary injunction blocking collection of the tax's "major fraction" amounts, and the exhibitors' cross-appeal, will not be judged until Sept. 13 when the Appellate Division of the Supreme Court reconvenes.

Larger Papers Hiking Theatre Rates

(Continued from page 1)

for others, 35 per cent charged more and 15 per cent charged less.

In the 50,000 to 100,000 bracket, a trifle more than 65 per cent of the papers charged more for theatres, 25 per cent the same rates and less than 10 per cent charged less.

A little more than 70 per cent of the papers with circulations of 100,000 to 250,000 hiked the rates for theatres, 22 per cent charged the same and five per cent charged less.

In brief, the survey showed that newspapers in metropolitan areas are now charging higher rates for theatres.

It also was determined from the returns to date, the percentage of newspapers that are cooperative with local exhibitors was as follows: Good, 26 per cent; fair, 43 per cent, and poor, 30 per cent.

In explaining the survey, Bryant and Pitts said:

"Moves by exhibitors to obtain a reduction in rates have led to several local adjustments, but a few of these reductions have brought about the elimination of free publicity. However, many exhibitors hold that news of the theatre should stand or fall on its own rather than be charged to advertising.

"Donald G. Borg, editor and publisher of the Hackensack (N. J.) Bergen Evening Record (52,000-plus daily paper), is reported to have said that while most newspapers throughout the country still treat theatre advertising as a high-rate, special classification, his newspaper feels this practice is inequitable. He explained the feeling among newspapers has been that theatre advertising requires a large number of editorial columns of movie news, reviews, Hollywood and Broadway gossip columns, and theatre time schedules and that the cost for this material should be levied directly against the benefiting advertiser, the theatre operator.

"In actual operation, he pointed out, this thesis fails to stand as evidenced by readership reports gleaned from newspaper content studies. Mr. Borg also stated that unless such amusement material is as much news as any other type of reporting in the daily newspaper it should not be published. He disputed the contention that running Hollywood and Broadway news is equivalent to a publisher's inserting free readers for the benefit of the amusement advertiser."

McCarthy

(Continued from page 1)

concluded for representation in the U. S. of N. Peter Rathvon's motion picture productions in Western Europe, including "No Way Back," which last month won three prizes at the Berlin Film Festival.

International Affiliates, Inc. is also representing in the U. S. Georges Lourau, French producer, and is currently discussing distribution arrangements for several pictures in which Lourau is producer or co-producer, including "The Wages of Fear," which won the Grand Prize at Cannes in 1953 and has recently broken all records in England for a foreign language film, McCarthy said. Other pictures which McCarthy is handling for Lourau and his associates are "The Proud Ones," with Michele Morgan and Gerard Philipe, which won the Grand Prix Internationale at Venice in 1953; "The Feast of Henriette," with Hildegarde Neff and Dany Robin, and "Lucrezia Borgia," starring Martine Carol, which United Artists has for distribution in this country.

Tompkins Cartoon Included

Richard Tompkins' animated cartoon company in Mexico City, Dibujos Animados, S.A., and Keki and Sohrab Modi, producers of "The Tiger and the Flame," the story of India's fight for freedom, which will be released this fall by United Artists, are among other representations.

James Morton-Smith is vice-president and treasurer of the organization.

McCarthy will leave for Europe on Tuesday to confer with Rathvon and Lourau in Paris and Stuart Schulberg in Wiesbaden. He will also go to Rome and to the Venice Film Festival for a few days and stop in London en route home around mid-September.

'Jacon Sales Drive'

(Continued from page 1)

exploitation, decided to cut a melon for the sales force in the form of cash prizes amounting to $10,000, which would be awarded on the basis of sales, play-dates, and collections.

The suggestions for the sales drive honoring Jacon was one of the final actions of the convention, which began last Friday morning and wound up yesterday afternoon.

Walsh Acclaimed

(Continued from page 1)

progress during the past two years. Much of the report was devoted to television. In this field, Walsh declared, the IATSE now has more members employed, including those making TV films, than has any other union covering production craftsmen. He warned jurisdiction rivals that any raids upon the alliance will be vigorously opposed.

Walsh enumerated the progress IATSE locals have made in negotiating pension and welfare plans and predicted "more and more such plans as time goes on." He noted that a study which might have led to an over-all plan had been rejected in 1946, but made it clear that he stood ready to move in that direction if the delegates so decided.

Moving to forestall jurisdictional problems within the alliance as the Hollywood studios expand into the areas of small California locals, Walsh called for special discussions of this problem—and of that of motion picture filming outside the United States.

The report pointed out that the radio and television department of the alliance had grown considerably since the last convention, and it also gave details regarding new locals established in many parts of the United States and Canada.

Roy M. Brewer, who is campaigning for the presidency of the union, was overwhelmingly voted down in an effort to obtain special consideration of a resolution that the convention substitute voting machines for the regular ballot. Walsh did not oppose this resolution.

Lester Isaac, managing director of Cinerama, addressed the afternoon session and was high in his praise of the work done by IATSE members handling Cinerama in 13 cities of the nation.

Legion Sees 2 as 'B'; Places Seven in 'A'

"Human Desire" and "Naked Alibi" have been placed in the "B" classification in the latest listing of the National Legion of Decency. The remaining seven films reviewed were placed in Class A.

In Class A, Section 2, are "Betrayed," "Broken Lance," "Bullet Is Waiting," "Rear Window" and "The Weak and the Wicked."

"Living It Up" and "The Raid" were categorized as Class A, Section 1.

'Hilux-Val'

(Continued from page 1)

Me" and MGM's "Knights of the Round Table" were used for the demonstration. The new anamorphic lens is manufactured by Projection Optics Company of Rochester. Fred Aufhauser, head of Projection Optics and his consulting engineer, John R. Miles, supervised the design of the lens.

The company calls the lens a modernization of the entire concept of variable anamorphic lenses. It is, according to Projection Optics spokesmen, equally effective for all systems, foolproof in operation, excellent in quality and reasonable in price.

The Hilux Val can be used with all normal lenses and projectors, including speeds from f8 to f1.8. It can be employed with either the standard 2 25/32" diameter lens or the anamorphic lens originally designed for use with both standard and four inch diameter lenses, it is claimed.

The lens is variable in magnification of horizontal spread from 1X to 2X, making it possible to project pictures of aspect ratio all the way from 1.33:1 to 2.55:1, the latter being full magnetic sound track CinemaScope.

The price of the Hilux Val is $750 per pair. R. G.

Osborne to Fill His Late Father's Posts

BUFFALO, Aug. 10.—John G. Osborne of Wheeling, V. Va., native of Batavia, N. Y., has been named to four positions in theatrical businesses formerly filled by his father, John R. Osborne, who died June 16.

Osborne was named vice-president of Genessee Theatrical Enterprises with headquarters in Batavia, W. Va. Theatrical Enterprises, Capitol Amusement Co. and Wheeling Theatres Inc., all of Wheeling.

Osborne's late father and Nikitas D. Dipson of Batavia were in the theatre business together for many years and were among theatre pioneers in this part of the country.

To Film Theatre Opening

HOLLYWOOD, Aug. 10. — Fox Movietonews will cover the opening National Theatres' new house in Portland, Ore., Thursday, NT president Charles Skouras today disclosed.

National Pre-Selling

IN contradistinction to the policy of some segments of the public press (which tends to seize upon every opportunity to make sensational news out of the occasional shenanigans of Hollywood personalities) is a feature story, led off by a front page picture in the current issue of "Look."

In a full-colored illustrated article, "Look" brings to its readers the family story of Elizabeth Taylor, June Allyson, Jeanne Crain and Lauren Bacall. The stars were photographed at home with their children. An interesting phase of their family life is the fact the children do not know their mothers are motion picture stars, or what they do when at work.

This is the kind of thing that is helpful to the industry in building good relations with the public through influencing their opinion of Hollywood people.

●

"Women's Home Companion" recommends "Apache," "Seven Brides for Seven Brothers," "The Unconquered," "Victory at Sea" and "Demetrius and the Gladiators" to its readers in the August issue.

●

M-G-M's "Brigadoon" has the benefit of a substantial plug in the current issue of "Life."

On an attractive two-page color spread, "Life" reports "M-G-M had to construct indoors one of Hollywood's biggest and fanciest sets. Rolling moors, low-lying Scottish mists, were made with dry ice, more buoyant fogs with vaporized oil. A 75-foot stream was turned up to gurgle musically through the glens.

"All this results in a visually delightful movie, which, like the Broadway show, has some pretty songs and is strongest in its dance department."

●

"Life's" research department reports that for the first six months of 1954 "Life" has hit an all-time high in both advertising revenue and circulation.

●

"A Star Is Born" gets an excellent send-off in the August issue of "Seventeen." Ed. Miller in a very interesting article reports that "Judy Garland has three-and-one-half hours to display her magnificent talents as a singing, dancing, acting star." The article is illustrated by seven photographs taken on the production sets.

●

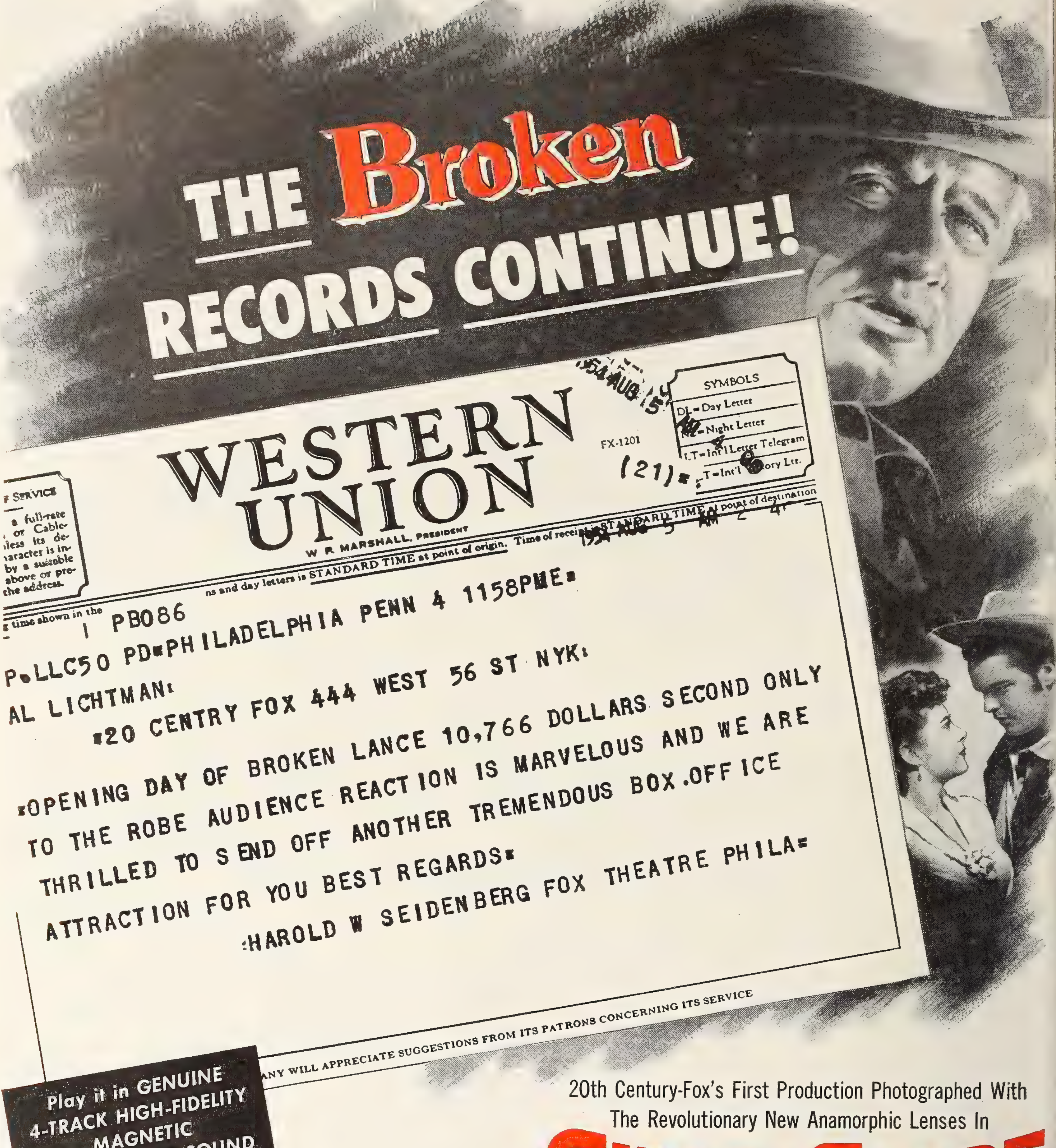
"Collier's" color camera made some very amusing shots for the current issue, of Tommy Tucker (the scene stealing seal) and Kirk Douglas on the set of Walt Disney's "Twenty Thousand Leagues Under the Sea." These photos are a splendid manner in which to pre-sell a picture and many of the people who see these photos are certain to want to see the Walt Disney version of the Jules Verne classic.

●

Louella Parsons has selected for the August issue of "Cosmopolitan" Paramount's "Living It Up" as the best comedy of the month, U. A.'s "Apache" the best action film, U. I.'s "Magnificent Obsession" the best production, and Robert Francis in "Collier's" has "The Caine Mutiny" as the best newcomer of the month.

WALTER HAAS

THE Broken RECORDS CONTINUE!



WESTERN UNION

W R MARSHALL, PRESIDENT

F SERVICE

a full-rate
, or Cable-
less its de-
aracter is in-
by a suitable
above or pre-
the address.

SYMBOLS

DL=Day Letter

NL=Night Letter

LT=Int'l Letter Telegram

T=Int'l Victory Ltr.

FX-1201

1954 AUG 5

(21)

ns and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

1954 AUG 5 AM 2 41

g time shown in the

1 PB086

P.LLC50 PD=PHILADELPHIA PENN 4 1158PME=

AL LICHTMAN:

=20 CENTRY FOX 444 WEST 56 ST NYK:

=OPENING DAY OF BROKEN LANCE 10,766 DOLLARS SECOND ONLY TO THE ROBE AUDIENCE REACTION IS MARVELOUS AND WE ARE THRILLED TO SEND OFF ANOTHER TREMENDOUS BOX.OFFICE ATTRACTION FOR YOU BEST REGARDS=

:HAROLD W SEIDENBERG FOX THEATRE PHILA=

ANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

Play it in GENUINE
4-TRACK HIGH-FIDELITY
MAGNETIC
STEREOPHONIC SOUND

20th Century-Fox's First Production Photographed With
The Revolutionary New Anamorphic Lenses In

CINEMASCOPE

SPENCER TRACY in Broken Lance

Color by DE LUXE LABS

co-starring ROBERT WAGNER · JEAN PETERS · RICHARD WIDMARK · KATY JURADO

with Hugh O'Brian · Eduard Franz · Produced by SOL C. SIEGEL · Directed by EDWARD DMYTRYK · Screen play by RICHARD MURPHY

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 76. NO. 30 NEW YORK, U. S. A., THURSDAY, AUGUST 12, 1954 TEN CENTS

Allied-Sales Heads to Meet Next Week

Discussions relative to current trade practices between a special committee of Allied States Association and general sales managers of major companies are expected to get under way here next week. Print shortages, product shortages, rentals and percentage terms are slated to be on the agenda of the meetings which will be held individually with each sales head.

Results of the discussions will be compiled and presented to the Allied board of directors which will hold its summer meeting in White Sulphur Springs, W. Va., during the week of Aug. 23. With the exception of one or two sales managers who are on vacation or out of town on business, virtually all the executives will be available for the conferences.

Crescent to Reorganize

NASHVILLE, Tenn., Aug. 11.—A meeting of the stockholders of the Crescent Amusement Co. has been called for next Wednesday, to vote on the proposal to surrender the existing charter of the corporation and to apply for a certificate of reincorporaton.

This would alter and amend the present charter to include the increase of the capital stock of the company from 10,000 shares of common stock, having a par value of $100, to 400,000 shares of common stock each having a par value of $5.

Kermit C. Stengel, president of the amusement company, said other changes proposed "provide that the general nature of the businesses to be transacted by the company shall be an amusement company, a real estate company and a holding company.

Stockholders also will be asked to vote on the proposal to eliminate certain provisions of Crescent's charter which has become obsolete under the present corporation laws of the

Plan Musical of 'Lost Horizon'

HOLLYWOOD, Aug. 11.—A musical version of "Lost Horizon," one of Columbia Pictures' top hits, is planned as an "AA" production for the forthcoming season, executive producer Jerry Wald has announced. All motion picture rights to the James Hilton novel are owned by Columbia, which produced a version of the book in 1937.

Jule Styne and Leo Robin, currently at Columbia writing the score for the musical version of "My Sister Eileen," will be assigned to the lyrics and music for "Lost Horizon," Wald stated.

A prominent writer will shortly be assigned to prepare the screenplay. Fred Kohlmar, who is producing "Eileen," will also produce "Lost Horizon."

Cinerama 'Holders Brought Up-to-Date

Stockholders of Cinerama, Inc., were brought up to date on company activities at a meeting in Oyster Bay, L. I., yesterday by Si Fabian, president, and Louis de Rochemont, who produced the newest edition of the medium, "Cinerama Holiday."

Fabian explained that there would be only a few more cities in the United States in which Cinerama would be presented, pointing out that because the medium is not competitive there was no reason to rush into cities. The sites to date have been carefully selected in order to draw from big potential surrounding areas.

De Rochemont, via a tape recording, described the recent sneak preview of "Cinerama Holiday" in Boston and

(*Continued on page* 3)

White House Gets FBI-Films Bill

WASHINGTON, Aug. 11. — The House has passed and sent to the White House for final enactment a bill to prevent "commercial exploitation" of the name of the Federal Bureau of Investigation.

Henceforth, specific permission must be obtained from the Bureau's director before its name or the initials "FBI" can be used in connection with motion pictures, broadcasts, telecasts or publications in such a way as to indicate approval or endorsement by the Bureau.

Flinn East Sun. for AA Product Talks

HOLLYWOOD, Aug. 11.—John C. Flinn, advertising-publicity director of Allied Artists, will leave here by plane Sunday for Chicago and Detroit enroute New York for conferences with Edward Morey and Morey R. Goldstein on national sales plans for "Human Jungle," "The Bob Mathias Story" and "Tonight's the Night." Flinn will meet with Chicago branch manager Nat Nathanson and Detroit manager Nathan D. Levin.

Covers All Segments

COMPO INSURANCE PLAN PROPOSED

Project Said to Be the Largest of Its Kind Ever Written If Industry Accepts It

In what is called the beginning of one of the largest association insurance cases ever written, the Council of Motion Picture Organizations revealed yesterday a comprehensive plan of employer paid group life insurance embracing officers, partners, and employees of all segments of the industry affiliated with that association.

Robert W. Coyne, COMPO special counsel, told members of the trade press that informational questionnaires on the plan have been submitted to 6,500 theatre employers throughout the country.

All Branches to Be Queried

In addition, Coyne said, questionnaires will be circulated to the trade press, associations and equipment field members of COMPO. The plan would not be confined solely to small companies, Coyne added, but that exhibitors, distributors, producers and all others in the industry associated with COMPO would receive questionnaires as well. The returned questionnaires would indicate the amount of interest in the plan.

In the questionnaires, COMPO members are requested to indicate whether they would be interested and, if so, to give the number of officers, partners or employees in each of three suggested salary classifications.

"The plan," Coyne said, "is the result of an inquiry made by me to Sam Pinanski, a COMPO co-chairman, who is a director of the John Hancock

(*Continued on page* 3)

Decision on Ban Of 'Prairie' Today

Dr. Hugh Flick, head of New York State's Education Department's Division of Motion Pictures, was scheduled to review Walt Disney's "The Vanishing Prairie" last night to determine the censor board's action in banning the picture because of a scene showing the birth of a buffalo calf. Doctor Flick has been on vacation and was not a party to the banning. It is understood that he has the final say in deciding whether the scene should be cut from the picture for New York showings. An announcement from him is expected today.

13 U-I Pictures in Stages of Editing

HOLLYWOOD, Aug. 11. — With the wind-up this week of principal photography on "Return of the Creature," 3-D production starring John Agar and Lori Nelson, Universal-International's cutting rooms will have 13 productions in various stages of editing .

This marks the largest number of films U-I has had in its cutting rooms at any time this year and is due largely to the studio's production spurt of a month ago when seven

(*Continued on page* 3)

Hollywood Premiere For 'Star Is Born'

"A Star Is Born," Warner Brothers' CinemaScope and Technicolor production starring Judy Garland, will have its world premiere performance at the Hollywood Pantages on Sept. 30.

Final arrangements for the world premiere were consummated yesterday via trans-Atlantic telephone by Jack L. Warner, executive producer of

(*Continued on page* 3)

Chamberlin Hails IA; Election Tomorrow

CINCINNATI, Aug. 11.—Members of the IATSE have done an expert job in helping give a new look to motion pictures and they should take sharp issue with groundless reports to the contrary, Merle Chamberlin, chairman of the Motion Picture Research Council's projection committee told the union's convention here today.

A move to use voting machines in the election of officers this Friday was defeated because of the difficulty of obtaining the machines in time, but the delegates went on record as favoring the use of such machines in future elections.

Tom O'Brien, M. P., general secretary of the National Association of Theatrical and Kine Employees of England is scheduled to address the convention tomorrow.

Personal Mention

HENRY GINSBERG is scheduled to arrive here Sunday from Hollywood.

•

Barney Balaban, president of Paramount Pictures, will return to New York Monday aboard the "Andrea Doria."

•

Maurice Dassa, manager for M-G-M in Egypt, who arrived in New York recently from the Near East, left here yesterday for Hollywood.

•

Dore Schary, M-G-M production head, and Mrs. Schary left here yesterday by train for Hollywood.

•

Lou Cohen, manager of Loew's Poli, Hartford, and Mrs. Cohen will leave there Monday for Los Angeles.

•

Barry Jones, British actor, left here yesterday for London by B.O.A.C. Mayflower.

•

Norman Jackter, Columbia Pictures branch manager in Albany, has returned there from New York.

•

Ray McNamara, of the Allyn Theatre, Hartford, has returned there from Boston.

•

Esther Williams left New York yesterday for the Coast.

•

Mike Todd left here yesterday for London via B.O.A.C. Monarch.

•

George Sidney, director, left New York yesterday for the Coast.

Plans Completed for 'Egyptian' Bow Here

Gene Tierney will head a group of film celebrities who will attend the world premiere of Darryl F. Zanuck's CinemaScope drama, "The Egyptian," which will open at the Roxy Theatre here on Aug. 24. The opening will be covered by radio, television and newsreels, as well as by a corps of still photographers.

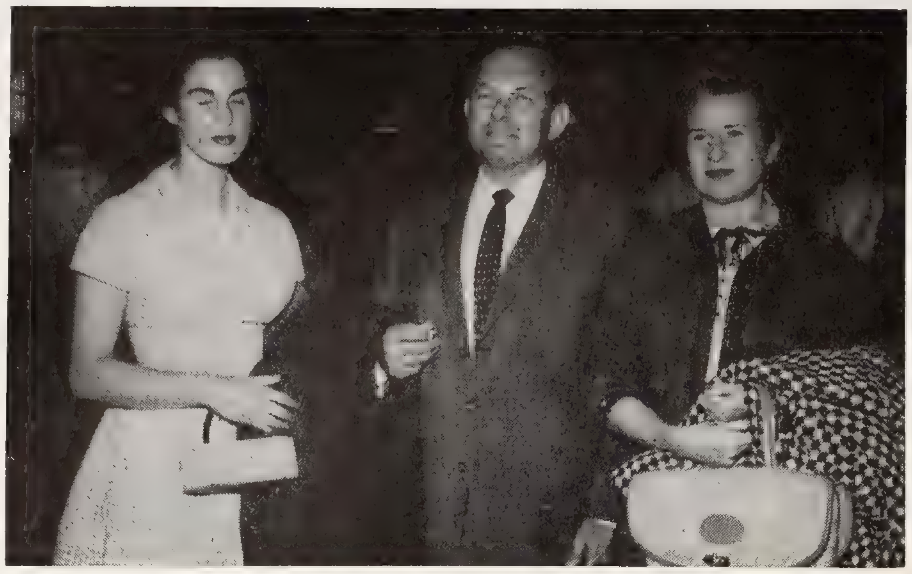
Special trailers calling attention to the premiere are being programmed starting tomorrow and continuing for a period of two weeks in theatres of the RKO, Skouras, Randforce and Brandt circuits in the greater New York area.

Among the latest feature of an all-out promotional campaign for the film is the plan of Gimbel Brothers, department store, to feature the sale of jewelry in designs inspired by the 20th Century-Fox production. The store also will feature window displays advertising the premiere, proceeds of which will go to the National Foundation for Infantile Paralysis.

'High' Here Aug. 30

"High and Dry," the J. Arthur Rank Organization's farce comedy, released in England under the title of "The Maggie," and starring Paul Douglas, will have its American premiere at the Sutton Theatre here Aug. 30, it was announced yesterday.

Charles Einfeld Returns from Europe



The film industry in Europe is experiencing its biggest year in history, Charles Einfeld, vice-president of 20th Century-Fox, said upon his arrival yesterday on the "Queen Mary" from overseas, where he set campaigns on "The Egyptian." Einfeld, seen above with his wife and daughter, described European film business as "phenomenal," crediting CinemaScope, the high quality of product from all companies and the cold, unseasonable weather. Most pictures, he said, are booked for indefinite runs, playing 12 or more weeks where they used to play one or two weeks.

Einfeld said "The Egyptian" will open in most of the European capitals immediately following the premiere at the Roxy Theatre here Aug. 24. He added that the name of Spyros Skouras was "magic" in both England and on the Continent, where exhibitors feel that he has done them the greatest service in introducing CinemaScope.

Atlanta's WOMPI Elects Officers

ATLANTA, Aug. 11.—Women of the Motion Picture Industry elected new officers for 1954-1955 at its monthly luncheon meeting here at the Henry Grady Hotel. They are: president, Nell Adams, Wilby Theatres; first vice-president, Betty Rary, United Artists; Nell Middleton, M-G-M; treasurer, Lois Cone, Martin Theatres; recording secretary, Mildred Castleberry, Martin Theatres, and corresponding secretary, Charline Jones, M-G-M.

On the executive board are: Marie Pinkston, Republic Pictures; Juanita Elwell, Bailey Theatres; Christine Smith, City of Atlanta film censor, and Frankie English, Paramount Pictures.

'Baby' Acquired by MacDonald Ent.

MacDonald Enterprises has acquired "That's My Baby," a Gina production, for U. S. distribution, Ben Schrift, president, announced here yesterday upon his arrival from London. Schrift said that the film, which stars Shelley Winters, John Gregson and Peggy Cummins, had been completed in England except for the editing and the scoring.

MacDonald will handle two other pictures this season, one to be made in England and the other possibly an American production.

Currently in release by MacDonald are "So Little Time," "Dirty Hands," "The Edith Piaf Story," "The Queen's Colors" and "Paris Express."

34 U. S. Pictures Now in Production

HOLLYWOOD, Aug. 11.—A total of 34 U. S. feature productions were in progress at the weekend, here and elsewhere, following completion of four and commencement of camera work on three others.

New undertakings are "Moby Dick," Moulin Prod., CinemaScope, Technicolor (W. B.); "Annapolis Story," CinemaScope (A-A), and "Crashout," Hal Chester (Filmakers).

Finished were "Seminole Uprising" (Col.); "Unchained," Bartlett (Ind.); "Black Pirates," Salvador, Ansco (Lippert); "Cattle Queen of Montana" Bogeaus, SuperScope, Technicolor (RKO).

Ontario Places 7 In Adult Class

TORONTO, Aug. 11.—Seven features have been classified as adult entertainment by the Ontario Board of Moving Picture Censors. The latest group comprises: "Mad Magician," "Once a Sinner," "On the Waterfront," "About Mrs. Leslie," "The Big Chase," "Ring of Fear" and "Daughter of Darkness." They can not be presented at performances for which juveniles under 16 years are admitted without adult guardians.

'Raid' Aug. 20

"The Raid," Technicolored Panoramic Production, will have its New York premiere at the Palace Theatre on Aug. 20, instead of Aug. 13, as previously announced.

Business and Fun At Omaha Frolic Of Variety Club

OMAHA, Aug. 11. — George Hoover, international chief barker of Variety Clubs International, will be a special guest of the Omaha Tent No. 16 Variety Club at its annual all-industry field day and summer dinner dance next Monday, according to J. Robert Hoff, chief barker of the local tent and vice-president of the Ballantyne Company here.

J. Robert Hoff

Heading the special events slated for the occasion is a "new technique clinic," to be held at the Center Theatre at 10 a.m. The program will include screenings of CinemaScope features from 20th Century-Fox and Warner Brothers, a demonstration of Perspecta sound, and a comparison of anamorphic lenses on the market using duplicate prints of Fox's "Broken Lance."

For the demonstration of anamorphic lenses the manufacturers are sending special representatives to supervise the showings, including the following: Bausch & Lomb, Tom Mulroy, Syracuse; Bell & Howell, J. E. Debish, Chicago; Panavision, Inc., Seymour Jacob, Chicago, and "Superscope" Joseph Tushinsky, Hollywood.

Will Use 'Valley of Kings'

In addition, the Bausch & Lomb "Super Cinephor" and "Cinephor" standard lenses will be demonstrated along with new ones from the General Scientific Corporation, to be represented by George Silvertsen, Chicago. The Perspecta sound integrator will be demonstrated with M-G-M's "Valley of the Kings" by the Fairchild Recording Equipment Co., Whitestone, N. Y.

Other events scheduled for the field day include a golf tournament between Des Moines Tent No. 15 and the Omaha unit in the afternoon and a dinner-dance at night. Hoover will also be guest of honor at a reception for Variety members and their wives to be given Sunday night by Mr. and Mrs. Hoff at their home.

Canadian Dividend

OTTAWA, Aug. 11.—Consolidated Theatres, Ltd., has declared a dividend of 13 cents on Class A common, payable Sept. 1 to shareholders of record Aug. 2.

ALWAYS GOOD!
ALWAYS ON TIME!
FILMACK
FOR BETTER
SPECIAL
TRAILERS
630 Ninth Ave. New York, N.Y.
1327 S Wabash Chicago 5, Ill.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Compo Insurance Plan Proposed

(Continued from page 1)

Mutual Life Insurance Co. following several queries by theatre owners and others as to whether such a plan would be feasible for the motion picture industry.

"The details have been worked out by group insurance specialists of the John Hancock company after consultations with officers and administrative personnel of COMPO. COMPO would not incur any liabilities, nor would it profit through the plan, "according to Coyne. "And needless to say," he continued, "no officer or employee of COMPO will receive compensation of any kind if the plan is adopted.

Costs Would Be Absorbed

"All administration costs would be absorbed in the premiums, and the small advance that COMPO would make to start the plan would be repaid from the first premiums. COMPO assumes no obligations of any kind," Coyne said, "but provides a corporate entity so that individual firms not otherwise eligible to participate in such a plan because of their size are now able to do so at a very modest cost."

The cost is expected to average around $1.00 per month for each $1,000 of insurance, Coyne explained.

Principal Based on Salary

The tentative plan contemplates that all active corporation officers and executives of theatres receiving annual salaries of $5,000 or more and all active proprietors and partners regularly employed in the insured business for at least 30 hours a week are entitled to receive life insurance policies of $5,000; $1,000 for ushers and all other employees, policies of $2,500.

Other classifications may be set up for trade papers and other charter organizations if they elect to come in under the plan.

Advantages Outlined

The chief advantages of the plan, as set forth in an accompanying fact sheet are:

It gives coverage to officers, owners and employees regardless of age or physical condition.

It strengthens employer-employee relations.

It permits the writing of policies at low rates only available through a group plan.

All employers with one or more employees can be covered under the plan provided COMPO is able to obtain a minimum coverage of 600 lives. The insurance will be available to COMPO member associations as well as individual COMPO theatres, and can be superimposed upon any other group insurance presently carried by association members.

'Largest Association Case'

Charles Wyatt, vice-president of the Prudential company, voiced the opinion at the press conference that this is "perhaps beginning of the largest association case ever written."

Pinanski predicted it will create good will and help the industry in general. He added that such a plan may motivate many employees to stick with the motion picture industry.

People

Mike Todd is off to Europe again —this is the third trip in three weeks.

□

Robert A. Seidel has been elected executive vice-president of Consumer Products, RCA. Seidel joined RCA as a vice-president in 1949.

□

Claude Conlin, Sr., 74, former vaudeville magician known as "Alexander the Great, the Man Who Knows," died in a Seattle hospital following an operation.

□

William Goldman, Philadelphia independent circuit exhibitor, has been appointed chairman of the motion picture committee for Pennsylvania Week to be celebrated Oct. 10-17.

□

Tony Curtis, star of U-I's "Black Shield of Falworth," and the forthcoming "So This Is Paris," will be guest of honor at a cocktail party tonight in the Chateau Room of the Savoy Plaza here.

□

Fred G. Sliter has been retired, with pension, as 20th-Fox salesman after 22 years with the company and 40 in the industry.

□

Bill Brower, U-I sales representative in Atlanta, and his wife, Norma, an ex-U-I girl, have a new baby girl.

□

Murphy McHenry has joined Transfilm, Inc., here as an account executive on TV commercial and industry films. McHenry formerly was with Paramount and RKO studios.

Crescent

(Continued from page 1)

state. Directors also will be named to serve until the next annual meeting of stockowners, the Crescent executive said.

He pointed out that the transfer books of the company will not be closed but only stockholders of record at the close of business on Aug. 6 will be entitled to vote on the suggested changes. Letters were mailed several days ago to all stockholders notifying them of the forthcoming meeting.

Organized in 1907

The Crescent Amusement Co. was organized in April, 1907, by the late Tony Sudekum and since that time it has grown to become one of the South's largest theatre owners, operating 79 playhouses, 22 of which are located in Davidson County.

Crescent's expansion outside of Nashville has been subject to Federal Court approval for about eight years. How the proposed charter changes will affect Federal Court control will be determined following the stockholders meeting.

RKO Has 9 Films In Cutting Rooms

HOLLYWOOD, Aug. 11. — With the completion of "The Conqueror" this week, RKO will have nine pictures in its cutting rooms. All pictures were filmed in color processes, with "The Conqueror" being shot in color with the CinemaScope lens. The first of the nine pictures scheduled for release will be the Benedict Bogeaus production, "Passion," starring Cornel Wilde and Yvonne De Carlo, which is set for Sept. 25.

"Cattle Queen of Montana," another Bogeaus production, starring Barbara Stanwyck and Ronald Reagan, went into the cutting rooms last week.

Other pictures being edited are:

"This Is My Love," an Allan Dowling production, starring Linda Darnell, Rick Jason, Dan Duryea and Faith Domergue; "The Americano," starring Glenn Ford, Ursula Thiess and Frank Lovejoy; "The Big Rainbow," starring Jane Russell, Gilbert Roland and Richard Egan; "Son of Sinbad," with Dale Robertson, Vincent Price and Sally Forrest; "Jet Pilot," starring John Wayne and Janet Leigh, and "Africa Adventure," Robert Ruark's story of an African safari.

'Star Is Born'

(Continued from page 1)

Warner Brothers, now in Europe, and Ben Kalmenson, company's vice-president in charge of distribution, and Sol A. Schwartz, president of RKO Theatres in New York.

Judy Garland

Marking one of the most important motion picture events of the season, "A Star Is Born" will be ushered in with a "gala" premiere claimed to be unprecedented. Judy Garland will return from a vacation abroad to attend the opening of "A Star Is Born" with her husband Sidney Luft, who produced the picture for Warner Brothers.

In addition to Miss Garland, "A Star Is Born" stars James Mason, Jack Carson and Charles Bickford. The picture was directed by George Cukor, from a screenplay by Moss Hart, with new songs by Harold Arlen and Ira Gershwin.

Cinerama 'Holders

(Continued from page 1)

said that audience reaction, as reflected in 915 comment cards, revealed that 66 per cent liked it better than "This is Cinerama," 28 per cent liked it just as well and only six per cent thought the first edition was better than the second.

News Roundup

"Crusoe" Promoted

A national co-op promotion to drumbeat UA's "Adventures of Robinson Crusoe," in more than 10,000 drugstores and newsstands throughout the U. S. has been set with Gilbertson & Co., publishers of comic books. Timed to coincide with local engagements, the promotions will feature scene stills from the film. Gilbertson, in cooperation with Curtis Distributing Co., will spot displays of a 15-cent illustrated edition of "Robinson Crusoe" at key sales locations.

■

Religious Drive-In for Conn.

The first in a series of four "Chapel Under the Skies" services will be conducted at the Pine Drive-in, Waterbury, Conn., Sunday at 8 a.m. to mark the initial use of a drive-in theatre for religious programs in the state this season.

■

Drive-in Meet Aug. 22-24

Exhibitors of San Antonio will meet at Yuse's Italian at noon Monday to give their all to the final plans for Texas Drive-in Theatre Owners Association convention to be held Aug. 22-24. Arthur Landsman is general chairman of the statewide drive-in theatres.

■

Indian Chief to See "Bull"

John Sitting Bull, 94-year-old deaf and dumb, but hale and hearty son of the famous chiefain, will be guest of honor at the world premiere in Rapid City, S. D. Aug. 19 of the CinemaScope story of his father, "Sitting Bull," which will be distributed by United Artists.

■

Fire in Canadian Theatre

A fire, caused by defective wiring, damaged the Capitol Theatre in Thurso near Ottawa to the extent of several thousand dollars.

13 U-I Pictures

(Continued from page 1)

pictures were actually before the cameras simultaneously, the studio announced.

Ten of the U-I productions now being edited are in Technicolor, of which two also are in CinemaScope. In the latter category are "Sign Of the Pagan," starring Jeff Chandler, Jack Palance, Ludmilla Tcherina and Rita Gam, and "Chief Crazy Horse," starring Victor Mature, Suzan Ball and John Lund.

Other U-I films in the cutting rooms, all suitable for various aspect ratios up to 2 to 1, are "Man Without A Star," "Smoke Signal," "Abbott and Costello Meet the Keystone Kops," "Five Bridges To Cross," "Destry," "Four Guns To the Border," "So This Is Paris," "The Yellow Mountain," "Bengal Brigade" and "This Island Earth."

KING-SIZ
WARNER BROS.
PRESENT

KING RICHARD

CINEMASCOPE
WARNERCOLOR
STEREOPHONIC SOUND

FROM SIR WALTE

STARRING REX
HARRISON · MA

VIRG

E SMASH!

The Lion-Heart delivers a hefty boxoffice wallop! Washington socko! Providence socko! Kansas City socko! Rochester socko! Memphis socko! Baltimore, Columbus, Buffalo socko! And the story's the same across the nation!

ND
HE CRUSADERS

COTT'S 'THE TALISMAN'

IA
O · **GEORGE SANDERS** · **LAURENCE HARVEY**

WITH ROBERT DOUGLAS
SCREEN PLAY BY JOHN TWIST
MUSIC BY MAX STEINER
PRODUCED BY HENRY BLANKE
DIRECTED BY DAVID BUTLER

GREAT REVIEWS!

"Should parlay its adventure theme into a hefty box office."—VARIETY

"A really fine film that will appeal to a wide audience."—M. P. DAILY

"Impressive . . . colorful . . . able and tasteful interpretation of the Defoe classic."—FILM DAILY

"Well done! Angles are legion for adroit showmen."—BOXOFFICE

GIANT BOXOFFICE!

3 WEEKS FOR PARAMOUNT IN PHOENIX
2 WEEKS FOR LOEW'S IN CLEVELAND
2 WEEKS FOR INTERSTATE IN HOUSTON
2 WEEKS FOR LOEW'S IN ST. LOUIS
2 WEEKS FOR LOEW'S IN SYRACUSE

SMASH OPENINGS IN DENVER (ALADDIN) and FT. WORTH (PALACE)!

Now watch hundreds of new dates coming up in August!

COLOR
BY
PATHE-
COLOR

DANIEL
DEFOE'S

ADVENTURES OF ROBINSON CRUSOE

Starring **DAN O'HERLIHY** • with JAMES **FERNANDEZ** (as FRIDAY)

Produced by OSCAR DANCIGERS • Assoc. Prod. HENRY EHRLICH • Directed by LUIS BUNUEL

Adapted for the Screen by Phillip ROLL and Luis BUNUEL • Presented by TEPEYAC Prod. Inc.

QUALITY PICTURES UA IN QUANTITY

35TH ANNIVERSARY 1919 UA 1954

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 76. NO. 31 NEW YORK, U. S. A., FRIDAY, AUGUST 13, 1954 TEN CENTS

64c Per Share

SW in 39-Week Net Profit of $1,494,900

Quarterly Net Reported After '53 Period Loss

Stanley Warner Corp. and subsidiary companies report for the 39 weeks ending May 29, a profit of $2,694,900 after deducting depreciation amounting to $2,328,100 but before deducting provisions for Federal income taxes and contingencies. After deducting $1,100,000 for Federal income taxes and $100,000 for contingencies, the net profit was $1,494,900. Included in such profit is a profit of $80,800 arising from the sale of properties.

The net profit for the 39-week period is equivalent to 64 cents per share on the 2,324,337 shares of common stock outstanding after deducting stock held in the treasury on May 29.

For the 13 weeks ending May 29,

(*Continued on page* 6)

'Prairie' Ban Is Reversed

Dr. Hugh Flick, chief the New York state censors, yesterday reversed the decision of the censor board in banning Walt Disney's "The Vanishing Prairie" because of a scene showing the birth of a buffalo calf. Doctor Flick, who had been on vacation when the board rejected the sequence, saw the picture here yesterday morning and immediately gave his approval to the scene.

Upon being informed of Doctor Flick's decision, Walt Disney stated

(*Continued on page* 6)

Films' World Scope Is Compo Ad Theme

The 25th in the series of COMPO ads in "Editor & Publisher," which will be published tomorrow points out that just as the newspapers and press associations comb the world for information, so the film industry covers the globe in search for talent and locations to give realism to films.

Entitled "The Big Story," the ad says "this globe-trotting of ours is news in its own right, colorful, glamorous, human interest news.

"We think it's a big story, a con-

(*Continued on page* 6)

Allied Meetings Wed. and Thurs.

The Allied committee set up to meet with general sales managers on trade practices will meet with the sales heads here on Wednesday and Thursday. The committee consists of Ben Marcus, Abram F. Myers, Wilbur Snaper, Jack Kirsch and Nathan Yamins. The sessions will be held individually with the sales executives. A report of the meetings will be submitted to the national Allied board at its meeting in White Sulphur Springs, W. Va., on Aug. 23-24.

New Lipton Pact; Universal Reduces Outstanding Stock

WASHINGTON, Aug. 12.—Revision of David Lipton's contract as vice-president of Universal Pictures and details on the reduction of Universal's outstanding securities were reported to the Securities and Exchange Commission today.

David Lipton

Lipton's contract, due to expire on Dec. 31, 1955, has been extended to Dec. 31, 1958. Under his current deal, his salary is to be increased from $1,000 a week to $1,100 on Jan. 1, 1955. The salary goes to $1,200 a

(*Continued on page* 2)

Bob Lynch Retires; With MGM 37 Years

Retirement of Robert Lynch, Philadelphia district manager for M-G-M, was announced here yesterday by the company. The retirement becomes effective on Sept. 1.

Lynch was one of the first franchise holders of the distributing organization and was the last to dispose of his personally owned exchange to the company. He has been with Metro for a total of 37 years.

Nicholas M. Schenck, president of Loew's, Inc., made the following statement: "Bob has served the company well. Knowing his keen interest in our company and our interest in him, we will always be in contact with each other in one way or another;

(*Continued on page* 6)

As IA Named Rival Slates

O'Brien Seeks Pact to Make Films in U. K. for U. S. TV

CINCINNATI, Aug. 12.—Tom O'Brien, M.P., general secretary of the National Association of Theatrical and Kine Employees, told IATSE delegates attending their convention here today, that there must be better understanding between members of the industry in the United States and Britain. He said that eight out of every 10 pictures shown in England are American made, and added that this has caused an unemployment condition there that sees more than 8,000 motion picture people out of work. He stated that an agreement might be worked out where more television pictures used in this country would be produced in Great Britain.

O'Brien told the delegates that he is going to Hollywood next week to discuss the situation with the people out there and was confident that something could be worked out that would be of equal benefit to both the IATSE and his organization abroad.

The principal act of business today was the nomination of two slates for the top officers of the labor organization.

Richard Walsh, Brooklyn, N. Y., in-

(*Continued on page* 6)

Wolfson Warns of German Inroads in Film Competition

Because of the step-up in West German film production, American distributors will have to "work hard" to maintain their position, especially in the Scandanavian market, Mitchell Wolfson, head of Wometco Theatres of Florida and a director of Theatre Owners of America said after returning here this week from a tour of the Scandanavian countries.

Mitchell Wolfson

West Germany, Wolfson said, is building up a strong film industry and its product is making inroads into Holland, Sweden, Norway and Denmark with alarming speed. Those countries, he said, are still great fans of American pictures, but West German product appears to have its foot in the door and is making the most of it. He pointed out, however, that Sweden, too, is developing its

(*Continued on page* 6)

Denies Dismissal of Schine Trust Charge

BUFFALO, Aug. 12.—Federal Judge John Knight today denied a motion asking dismissal of criminal contempt charges brought by the government against Council president Elmer Lux and two officers of Schine Chain Theatres, Inc.

Judge Knight also denied a motion to dismiss several contempt charges against the other individuals, the Schine chain and eight other corporations. The contempt accusations arose from government charges that the Schine chain violated a 1949 anti-trust judgment.

Attorneys for Lux and Howard N. Antevil, attorney for the Schine chain, and Donald G. Schine, vice-president

(*Continued on page* 6)

Goldstein Unit Stays With UA

Leonard Goldstein Productions will continue functioning under its present name and will fulfill its 10-picture commitment to United Artists despite the recent death of Goldstein, it was announced jointly by Robert Goldstein and Robert Jacks, vice-presidents of the independent producing company, and Arthur B. Krim, president of United Artists.

The announcement, issued simultaneously in New York and Hollywood, followed conferences in the

(*Continued on page* 6)

Majors Named in Holiday Trust Suit

Michael Rose, owner of the Holiday Theatre on Broadway, brought suit yesterday against eight major film distributors alleging discrimination in the allocation of first-run pictures.

The action was filed in the United States District Court for the Southern District of New York against Loew's Inc., Paramount Film Distributing

(*Continued on page* 6)

Personal Mention

A. W. SCHWALBERG, president of Paramount Film Distributing Corp., and his wife, CARMEL MYERS, will arrive here from Europe today aboard the "Liberte."

•

ROBERT COOTE, British actor, will arrive in New York from Italy tomorrow, and will leave here Sunday by plane for Hollywood.

•

NED MARIN, executive vice-president of Famous Artists Corp. of California, will arrive in New York today on the "Liberte."

•

ROBERT SHAPIRO, managing director of the Paramount Theatre here, has left on his vacation after having postponed it twice.

•

MAURICE HELPRIN, representative for Korda film interests, has left New York for London via B.O.A.C. Monarch.

•

MARCEL HELLMAN, producer, left here yesterday for London by B.O.A.C. Monarch.

•

MICHAEL CURTIZ, director, is scheduled to arrive here next Thursday from the Coast.

•

REX INGERSOLL, M-G-M studio publicist, has returned to Hollywood from New York.

Universal

(*Continued from page* 1)

week in 1956 and then to $1,300 a week for the balance of the contract.

As of July 31, there were 988,574 shares of outstanding common stock of Universal Pictures, of which 118,075 were in the treasury. This compared with 1,006,260 shares outstanding on Dec. 31, of which 59,000 shares were in the treasury. The company also has issued 41,389 shares for warrants executed. Between July 1 and July 31, Universal purchased 59,075 shares for a total of $1,343,375. The company also decreased the number of warrants outstanding. On June 30, there were 64,658 and on July 31 there were 59,858. The company purchased 4,600 for $61,200.

The report also noted that the interest on a loan for $2,393,000 to retire debentures was 3¼ per cent, the first payment on which is due Sept. 1, 1955, amounting to $200,000, the same amount to be paid each September and March until 1959.

Funeral on Saturday For Murray Kinnell

HOLLYWOOD, Aug. 12.—Funeral will be held Saturday in Santa Barbara for Murray Kinnell, 65, retired executive of the Screen Actors Guild, who died there Wednesday. Kinnell came to the United States in 1911, and had a distinguished stage and screen career before taking the SAG post in 1937. His widow and a son survive.

New Films Warm Up A Cold Columnist

The current crop of pictures has convinced even such miserly-with-praise columnists as Dorothy Kilgallen, syndicated Hearst newspaper writer, of their entertainment content. Her column in the New York "Journal-American" Wednesday was devoted in its entirety to praise for such films as "On the Waterfront," "Seven Brides for Seven Brothers," "Broken Lance" and "Rear Window," and the business they are doing at Broadway theatres.

The columnist also mentioned the anticipatory pleasure being stirred in film fans by news of the forthcoming release of such pictures as "Brigadoon," "Sabrina Fair" and "A Star Is Born." Miss Kilgallen concluded that if movies were not better than ever when the industry was so asserting several seasons ago, they are more than making up for it now.

The lad who thought up the "Movies Are Better Than Ever" slogan wasn't completely wrong, the columnist said. "He was just before his time."

The time is NOW.

Interest Mounts in 'Sitting Bull' Debut

United States Senators Francis Case of South Dakota and William Langer and Milton R. Young of North Dakota will join South Dakota Governor Sigurd Anderson in celebrating the premiere of United Artists' CinemaScope production, "Sitting Bull" in Rapid City, S. D. next Thursday.

More than 100,000 tourists and visitors are expected to swell the normal 35,000 population of Rapid City for the premiere at the Elks Theatre and the three-day Range Days Celebration. Gov. Anderson will officiate as master of ceremonies of the celebration leading to the first performance of the W. R. Frank film production.

Heineman to Attend

William J. Heineman, vice-president in charge of distribution for UA, will leave New York on Tuesday to attend the world premiere on the 19th. In addition, he will map saturation distribution for the film through the Sioux Indian territories, according to UA.

Following the South Dakota opening, Heineman will hold similar conferences with key distribution personnel in Denver, Minneapolis and Omaha. Heineman will also meet with circuit heads and independent theatremen during his swing through the key cities.

Sees $2,500,000 Gross for 'Susan'

RKO's "Susan Slept Here" will gross over $2,500,000 in the domestic market, Charles Boasberg, general sales manager, predicted yesterday.

The Technicolor comedy has run up grosses of from 40 per cent to 85 per cent above normal in every situation in which it has played, Boasberg said.

'Dragnet' Here Friday

"Dragnet," Warner Brothers full-length WarnerColor production starring Jack Webb, will begin its New York engagement next Friday at the Victoria Theatre.

Festival Awards to 5 Documentaries

WASHINGTON, Aug. 12.—Five documentary films entered by the United States in the International Film Festival at Venice, have received awards, it was announced today by Andrew W. Smith, Jr., chief of the U. S. Information Agency's Motion Picture Service and official U. S. representative to the exhibition.

Furthermore, Smith added, the Library of Congress-Academy of Motion Picture Arts and Sciences presentation, "Early American Motion Pictures," converted from the Library's paper print collection by Primrose Productions in Hollywood, although not officially entered, was shown and received so favorably that it probably will be presented during the entertainment feature section of the exhibition, which begins Aug. 22.

Claim Record Bows For 'Black Shield'

"The Black Shield of Falworth," Universal-International's first CinemaScope production, which premiered at the Grand Theatre in Chicago Wednesday, shattered existing opening day records there with a gross of $6,201, according to Van Nomikos, head of the circuit which operates the Grand.

The film also opened at the Uptown, Fairway, Granada and Esquire Theatres in Kansas City the same day with a combined gross of $3,894. The figure topped the recent opening of U-I's successful "The Glenn Miller Story," the company announcd.

IFE to Distribute Burstyn's 'Magic'

Fae R. Miske, secretary-treasurer of Joseph Burstyn, Inc., announces that arrangements have been completed for I.F.E. Releasing Corp. to distribute "Green Magic," a Ferraniacolor record of an expedition across South America's jungle country.

The feature-length documentary took awards at both the Cannes and Berlin Film Festivals. Leonardo Bonzi produced "Green Magic" and Gian Gaspare Napitano, a Rome film critic, directed.

Grainger Winding Up RKO Sales Meetings In Western Division

PORTLAND, Ore., Aug. 12.—J. R. Grainger, president of RKO, attended the inaugural premiere of the new Fox Theatre here tonight as the guest of Charles P. Skouras, and tomorrow will hold the final session of a series of sales meetings he has been holding for the past week on his tour of the Western Division RKO branch offices in San Francisco, Seattle and Portland.

Accompanied by McIntyre

Tomorrow's sales session at the Multonomah Hotel will include meetings with exhibitors in the Northwest including: Art Admanson, Admanson Circuit; Moe Mesher, Paramount; Russ Brown, Fox Northwest Circuit, and Maurice Saffle of Saffle's Theatre Service, among others. Grainger is accompanied by J. H. McIntyre, RKO Western division sales manager on his trip. R. H. Lange, of the RKO Portland exchange, is attending the local meetings.

Grainger will return to the RKO Studio in Hollywood on Monday.

Heavy Use of Video For 'The Egyptian'

Television will be used in 160 domestic and Canadian markets to presell "The Egyptian," Darryl F. Zanuck's personal CinemaScope production for 20th Century-Fox. This will be the largest use of the sight-and-sound medium for this purpose by the company. The drive will start in about 10 days. The picture is scheduled to open nationally around Labor Day.

A commensurate campaign on radio also has been mapped by the company, together with newspaper and billboard advertising.

Faye Emerson and Skitch Henderson have been named to head a committee which is spearheading many activities on television, radio and the Broadway stage to publicize the premiere of the film, which will be held here Aug. 24 at the Roxy Theatre.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"SEVEN BRIDES FOR SEVEN BROTHERS"
in CINEMASCOPE starring
JANE POWELL • HOWARD KEEL
Color by ANSCO - An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

WARNER BROS. PRESENT
JEANNE CRAIN • DANA ANDREWS • DAVID FARRAR
DUEL IN THE JUNGLE
Color by TECHNICOLOR • A MOULIN PRODUCTION
COOL PARAMOUNT
BROADWAY at 43rd St.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

"The Biggest Company Does The Biggest Business At The World's Biggest Theatre!"

BLESS THOSE "BRIDES"!

In Radio City Music Hall's 21½ year history nothing like M-G-M's "SEVEN BRIDES FOR SEVEN BROTHERS"! Imagine!

BIGGEST 1st WEEK'S GROSS

(Holiday or Non-Holiday!)

BIGGEST 2nd WEEK'S GROSS

(Holiday or Non-Holiday!)

BIGGEST 3rd WEEK'S GROSS

(with exception of M-G-M's own "Rose Marie" playing Easter Week!)

BIGGEST THREE WEEK GROSS

(Holiday or Non-Holiday!)

AND STILL GOING LIKE WILDFIRE!

* * *

Next Music Hall BIG ONE: M-G-M's "BRIGADOON"!

TRADING POST
Old style shooting...
new style showing

"Law and lawless meet on the street and shoot it out." Time-honored script . . . new style, wide-angle handling—giant figures, cause-and-effect in action, sense of depth—all in one. Made for today's projection—sound and picture—on today's wider screens. Technical problems, there are . . . problems of film selection, processing and projection . . . problems which Kodak is helping the industry solve through the facilities of the Eastman Technical Service for Motion Picture Film.

Branches are located at strategic centers, inquiries invited.

Address: *Motion Picture Film Department,* EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

News Roundup

Magnetic Heads for Sound

Six movieolas in the RKO cutting rooms have been equipped with magnetic heads to take care of stereophonic sound plus the special blister lenses that give the cutter a true picture of an anamorphic print. The equipment is now being used exclusively on the CinemaScope production, "The Conqueror."

■

Theatre Manager Saves Day

Arthur Donovan, manager of the Kenmore Theatre, Boston, saved the day when 90 boys arrived at Fenway Park from Attleboro to see the Red Sox game and sudden showers canceled the event. Donovan proposed that the boys be his guests at a Kenmore matinee, the price being whatever loose change the fans had in their pockets. The total $25 went into the Jimmy Fund.

■

Book to Exploit 'Battle Cry'

The reprint rights to Leon Uris' novel which will be a Warner CinemaScope release in November, have been purchased by Bantam Books, Oscar Dystel, new president of Bantam, reported. A 50-cent paper-bound version of the book, which Uris has screenplayed, will be timed to coincide with movie exploitation in the fall.

■

Classics at Fifth Ave.

The Fifth Avenue Cinema will unveil two rarely-seen films on Aug. 16 —Sergei Eisenstein's "Time in the Sun" and the satire of German militarism, "The Captain from Kopenick." "Time," completed in 1939, is a story of Mexican civilization.

Wolfson

(*Continued from page* 1)

motion picture industry with fairly good results and that other Scandinavian countries were producing pictures primarily for their local markets.

Wolfson said that the personnel of American companies in the foreign countries is "excellent," but that the distributors would be wise if they brought over the managers and assistant managers to the United States more often. Some of them, he said, have never been here and others come over so infrequently that they lose the "touch" of the home offices and production. With competition become more keen in the European countries, the personnel should have closer personal contact with New York and Hollywood, Wolfson said.

The overseas trip primarily was a vacation, but Wolfson also conferred with exhibitors and producers on mutual problems. He is scheduled to return to Miami tomorrow.

TV Trailer for 'Streets'

United Artists has selected Transfilm, Inc., to produce six assorted length TV film trailers for "Down Three Dark Streets" starring Broderick Crawford and Ruth Roman.

Stanley Warner 39-Week Net

(*Continued from page* 1)

the consolidated net profit amounted to $643,500 after deducting depreciation amounting to $849,000 but before deducting provisions for Federal income taxes and contingencies. After deducting $315,000 for Federal income taxes and $25,000 for contingencies, the net profit was $303,500. Included in such profit is a profit of $60,200 arising from the sale of company properties.

Stanley Warner Corp. commenced business on March 1, 1953. For the quarter ending May 30, 1953, the company and subsidiaries reported a loss of $360,600 after deducting depreciation amounting to $656,300. Included in such loss was a loss of $258,800 from sales of properties.

The net profit for the 13 weeks ending May 29 this year is equivalent to 13 cents per share on the 2,324,337 shares of common stock outstanding after deducting the stock held in the treasury on May 29.

The operating profit of International Latex Corp., which became a wholly owned subsidiary of Stanley Warner on April 30, has been included in the operating profit of Stanley Warner Corp. and subsidiaries for the period May 1 through May 29.

Goldstein

(*Continued from page* 1)

New York home office of United Artists among executives of the releasing company and Robert Goldstein and Jacks, who have since returned to Hollywood.

Both vice presidents of the production company are long-time associates of the late producer and were joined with him in Panoramic Productions, as well as in Leonard Goldstein Productions.

Will Make 10 in 1954-'55

Under terms of the original agreement with United Artists, Leonard Goldstein Productions is to make 10 films in the 1954-1955 season with an estimated negative cost of $10,000,000. Two of these, both produced by Robert Goldstein, are finished and in the cutting rooms: "Black Tuesday," a crime drama starring Edward G. Robinson, and "Stranger on Horseback," a Technicolor Western starring Joel McCrea and Miroslava. Both films will be delivered to United Artists within the next few weeks.

Plans are being set in motion immediately to select for production two of the completed scripts in the hands of the Goldstein organization. The decision as to which stories will go before the cameras first will be announced shortly.

Compo Ad

(*Continued from page* 1)

tinuing story," the ad continues, "and it's one your customers might like to read. Next week in "Editor & Publisher" we expect to run an announcement concerning forthcoming pictures that will be making news in the fall. And as our admen often say—don't miss it!"

"The 'coming attractions' at your neighborhood theatre," the ad points out, "may at this moment be announcing the imminent arrival of a screenplay by a distinquished British novelist, starring a Viennese ballet dancer, and directed by a Kansan who graduated from Yale Drama School to Broadway. The picture may have been shot in Ceylon, Egypt, Peru, Italy, Kenya, Colombia or Holland—to mention a few of the more recent locations. All the world's our stage now."

'Billy' Opens Wed.

"The Law vs. Billy The Kid," Technicolor film from Columbia, will have its New York area premiere at the Paramount Theatre, Brooklyn, on Wednesday.

O'Brien at IA

(*Continued from page* 1)

cumbent, was nominated for president. His opponent is Roy M. Brewer, Columbus, Neb. Also on the Walsh ticket are: Harland Holmden, Cleveland, secretary-treasurer; James J. Brennan, New York; Carl G. Cooper, Los Angeles; Harry J. Abbot, Philadelphia; Orin M. Jacobson, Tacoma; Hugh J. Sedgwick, Hamilton, Ont.; Albert S. Johnstone, Akron, and Louise Wright, Dallas, vice-presidents.

The Brewer ticket posts James W. Sipe, Pittsburgh, for secretary-treasurer; Jerry Galvin, Boston; William Bennett, Washington; William J. May, Spokane; George E. Raymond, Miami; A. L. Travers, Toronto; George B. Barrett, Kansas City, and Roy Ruben, Detroit, as vice-presidents.

Holiday Trust Suit

(*Continued from page* 1)

Corp., L. C. F. Film Corporation, Universal Film Exchange, Inc., RKO Radio Pictures, Warner Brothers, Columbia Pictures and United Artists.

Counsel representing the plaintiff were Aaron E. Koota and Irving Perlin and associated with them was the firm of Gray, Anderson and Schaffer of Philadelphia.

Brought under the anti-trust acts, the suit alleges that the dominant position of the defendants in motion picture distribution makes it impossible for any theatre to operate successfully without a supply of the motion pictures distributed by the defendants. Rose further maintains that the defendants have conspired to discriminate against his theatre in its operations by refusing it access to first-run exhibitions of the higher grade of motion pictures in favor of other theatres located in the same section of New York City. The plaintiffs asked that the defendants be enjoined from continuing in the conspiracy and that it be awarded appropriate damages.

'Prairie' Ban

(*Continued from page* 1)

that he was "gratified" that the censors had seen fit to approve the sequence, adding that the decision "concurs with that reached by representative national organizations including leading religious groups who unanimously gave the film a family rating."

Disney asserted that the birth scene "is presented as part of a life cycle in the animal kingdom and is not dwelt upon sensationally."

People

H. L. Masterson, director and comptroller; J. H. Somake, director, secretary and legal adviser of Westrex Corp.'s London subsidiary, Westrex Co., Ltd. and R. W. Wight, commercial manager of the Hollywood division of Westrex, are in New York for conferences with headquarter's personnel.

□

Sylvia Barbara Sternburg, daughter of Robert Sternburg, district manager for New England Theatres, Inc., will marry George Lester Spoll of Mt. Vernon, N. Y., Sept. 5 here at the Hotel Statler. The couple will make their home in Los Angeles.

□

Robert A. Syvertsen, manager, El Rey Theatre, San Francisco, died in that city.

□

Lillian Gish is returning to the screen after eight years, having been cast in the role of Rachel in "Night of the Hunter." Her last role was in "Duel in the Sun."

□

Tamar Cooper, television, stage and radio actress, will be tested for a role in Stanley Kramer's "Not as a Stranger" and will leave here for the Coast on Aug. 25.

□

Belton T. Wellborn, widely known Atlanta theatre man and former manager of the Municipal Auditorium, is dead following a protracted illness.

Schine

(*Continued from page* 1)

of the Schine subsidiary corporations, maintained that their clients were not parties to the original anti-trust judgment and, therefore, could not be brought under its provisions. Judge Knight ruled that they be added as "co-conspirators rather than as defendants."

Three other individuals and the nine corporations named in the criminal contempt charge did not seek dismissal.

The charge also names J. Myer Schine, president of Schine Theatres; his brother, Louis W., and John A. May, both officers in the corporation; Schine Chain Theatres, Inc., Schine Theatrical Co., Inc., Schine Lexington Corp., Schine Enterprises Corp., Schine Circuit, Inc., Chesapeake Theatre Corp., Hildemart Corp., Darnel Theatres, Inc., and Elmart Theatres, Inc.

The civil contempt charges are against all except Lux, Antevil and Donald G. Schine.

Lynch

(*Continued from page* 1)

no one deserves the rewards of good service more."

Charles Reagan, general manager of sales, said: "Over the years Bob Lynch has done a fine job in the distribution of M-G-M product in his territory. All of us wish him well."

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 76. NO. 32 NEW YORK, U. S. A., MONDAY, AUGUST 16, 1954 TEN CENTS

FISCAL YEAR'S FEDERAL TICKET TAXES TOTALED $271,952,000

WASHINGTON, Aug. 15.—Admission tax collections for the fiscal year ended June 30 totaled $271,952,000, as against $312,831,000 for fiscal year 1953, according to an Internal Revenue Service announcement issued on Friday.

No comparison can be made between the two figures, however, for two principal reasons: (1) the change from the monthly to the quarterly basis for the filing of substantially all excise tax returns, and (2) the reduction in the admission levy rate which became effective April 1 of this year.

All Officers Renamed

WALSH REELECTED IATSE PRESIDENT

Defeats Brewer By Margin of 798 to 408; Trustees, AFL Delegates Also Returned

CINCINNATI, Aug. 15.—Richard F. Walsh, president of the IATSE and all other incumbent officers were reelected by overwhelming majorities at the close of the union's 42nd convention here on Friday. Walsh polled 798 votes, against 408 for Roy M. Brewer, who had resigned as an international representative of the union a year ago. The margin of victory was virtually the same for general secretary-treasurer Harland Holmden, nine vice-presidents, three trustees and two delegates to conventions of the American Federation of Labor.

A total of 950 IA locals, with an aggregate of 1,200 votes, were entitled to participate in the balloting.

Reelected as vice-presidents were James J. Brennan, New York; Carl Cooper, Los Angeles; Harry J. Abbott, Philadelphia; Orin M. Jacobson, Tacoma, Wash.; Hugh J. Sedgwick, Hamilton, Ont.; Albert S. Johnstone, New Orleans; William Donnelly, Minneapolis; John A. Shuff, Akron and Louise Wright, Dallas.

Returned to office as trustees were William C. Scanlan, Lynn, Mass.; R. E. Morris, Mobile, Ala. and George W. Brayfield, Denver.

A.F.L. delegates reelected were Thomas V. Green, Newark, N. J., and James McNabb, Seattle.

H. W. Lackey of Calgary, Alta., was chosen delegate to conventions of the Trades and Labor Congress of Canada, following his selection by a Canadian caucus.

The officers were installed by former international president William Hanahan.

Gross of $75,000,000 Is Estimated by Columbia for Year

HOLLYWOOD, Aug. 15.—Columbia Pictures is estimating its gross income for the 1954 fiscal year ended last June in excess of $75,000,000, according to an announcement released by Harry Cohn, president of the company. This indicates a gain of more than 25 per cent over the 1953 fiscal year, the firm's previous record high year, when the gross income reached $60,274,000.

Harry Cohn

In his statement, which reviewed the rise of the company in the last 20 years, Cohn said: "We at Columbia realize that throughout the history of the company's growth, the occasional great picture or a grouping of good pictures has made invaluable contribution not only to the gross income from

(*Continued on page* 4)

U-I Far Eastern Meet Starts Today

TOKYO, Aug. 15.—The Universal-International Far Eastern sales conference will convene here tomorrow with Americo Aboaf, Universal International vice-president and foreign general manager, presiding.

U-I's overseas department is additionally represented by Fortunat Baronat, director of publicity, who arrived here with Aboaf on Aug. 9.

Universal Pictures vice-president and general sales manager Charles J. Feldman, on vacation in the Far East, is also present as guest of honor at the conference.

Representing the divisional headquarters contingent at the sales meet are Far Eastern supervisor Arthur

(*Continued on page* 4)

Schine Companies Must Show Books

BUFFALO, Aug. 15.—In other decisions on the Schine case, Judge John Knight in Federal Court here has directed the five corporations bearing the Schine name and Chesapeake Theatres to produce for the government all journals and ledgers, stock certificate books and corporate minute books covering the period 1939-54. In this same decision, he has also ordered Danell Theatres, Elmart Theatres and the Hildemark Corp. also to allow the government to inspect their books and records.

Judge Knight said: "It appears from the petition that the latter three corporations have had such close connections or relations with the various Schine companies that it is presumably necessary that the petitioner be permitted to examine books and other

(*Continued on page* 4)

Foreign Distribution Of Superscope to Be Handled by RKO

HOLLYWOOD, Aug. 15. — RKO Radio Pictures, Inc., will handle the foreign distribution of Superscope, the new wide-screen process invented by Joseph and Irving Tushinsky, it was announced at the weekend by J. R. Grainger, president of RKO.

Superscope distribution in the U. S. and Canada is being handled by National Screen Service.

Walter Branson, RKO general foreign manager, accompanied by Joseph Tushinsky, will leave New York in early September for a series of Super-

(*Continued on page* 4)

Despite 'Gripes'

U.S. Exhibitors in Most Optimistic Frame of Mind

Despite "gripes" over reported product and print shortages and so-called "unsavory" film terms, U. S. exhibitors appear to be in the most optimistic frame of mind over future business since the end of the World War II.

The recent survey by Motion Picture Daily field correspondents of business conditions and prospects in their respective territories reveals that there is almost unanimous belief among exhibitors that the fall season will be the best in years, basing their opinions on the current flow of strong product and trade press announcements by the distributors of forthcoming programs.

While the survey brought out that there are still many theatres that are suffering from low patronage, it was found that in a large number of cases the slump was due to local economic conditions—and these appeared to be in the minority. Taking the survey territory by territory, optimism on

(*Continued on page* 4)

Md. Censors Reject 'Prairie' Birth Scene

BALTIMORE, Aug. 15.—A protest has been filed by representatives of the Walt Disney organization against the Maryland State Board of Motion Picture Censors' request for elimination of a sequence showing the birth of a buffalo from "The Vanishing Prairie."

Chairman Sydney Traub of the censor board has asked for the cutting of 27 feet of film lasting about 20 seconds on the screen. A similar cut was asked by the New York State Board of Motion Picture Censors last week but the ruling was reversed by Dr. Hugh M. Flick, head of the board.

Six-Picture UA Deal By Schenck-Koch

A program of six pictures from Schenck-Koch Production for distribution by United Artists by the end of 1955 was announced jointly over the week-end by Aubrey Schenck, president of the producing company, and Arthur B. Krim, president of United Artists.

Schenck and his partner, Howard W. Koch, have left for the Northwest to set up filming of the first picture under the new contract, "Big House, U.S.A.," to be set at McNeil Island Federal Penitentiary, near Seattle, and in Mount Rainier National Park.

(*Continued on page* 4)

Personal Mention

ALFRED E. DAFF, executive vice-president of Universal Pictures, left here over the weekend for the Coast.

•

Joseph R. Vogel, vice-president of Loew's, and Mrs. Vogel will arrive in New York from Italy today aboard the "Andrea Doria."

•

Jerome Pickman, Paramount vice-president in charge of advertising-publicity, has returned to New York from Hollywood.

•

George Weltner, president of Paramount International, left Hollywood by plane at the weekend for New York.

•

Henry Ginsberg returned to New York over the weekend from the Coast.

•

Ernest Marx, director of the International Division, Allen B. duMont Laboratories, arrived in New York from Europe Saturday on the "Ile de France."

•

John C. Flinn, Allied Artists head of advertising-publicity, left Hollywood by plane yesterday for Chicago, Detroit and New York.

•

Ben Babb, Selznick Releasing Organization advertising-publicity chief, has left New York for a tour of Midwestern cities.

•

Joan Greenwood will arrive in New York today from England and will leave here tomorrow for Hollywood.

•

Jack P. Byrne, M-G-M Eastern sales manager, has returned here from Albany and Buffalo.

•

James Hayter, British actor, left New York on Sunday for London via B.O.A.C. Monarch.

•

Ben Lyon and Bebe Daniels will arrive in New York today on the "Flandre."

'The Perfect Crime' Nipped by Columbia

HOLLYWOOD, Aug. 15.—A plot as complex as most melodramas contain was thwarted early Friday by Los Angeles detectives (not including Jack Webb) who raced to the Columbia Pictures cashier's cage and to the studio cashier's home in Sherman Oaks, where a bandit was holding the cashier's wife at gun point after forcing her to phone and ask her husband to place the studio cash where a confederate could snatch it.

The cashier called police instead. The culprits escaped, but without any loot.

Set Sept. 16 for Golf Tourney Here

The New York entertainment industry's annual golf tournament, combining the motion picture industry, radio-television and the stage, has been set by the committee to take place at the Vernon Hills Country Club in Westchester on Thursday, Sept. 16. The film committee, headed by Charles A. Alicoate, consists of Marvin Kirsch, co-chairman and treasurer, with Edward L. Fabian, William German, Edward Lachman, Martin Levine, Bert Robbins, Ted Sullivan and Max Youngstein.

On the radio and television committee are Orrin Dunlap, Syd H. Eiges, Dave J. Jacobson, Robert M. Weitman, Chris J. Witting and Francis X. Zuzulo.

Jack Webb to Attend 'Dragnet' Premiere

Jack Webb will make a personal appearance at the Midwest premiere of Warner Brothers' "Dragnet" at the Chicago Theatre, Chicago, on Friday. A four-day program of civic, police and network functions has been arranged.

Webb, star and director of the WarnerColor feature, and Richard Breen who wrote the screenplay, will fly to Chicago from the Coast Wednesday. Webb will appear at every show of "Dragnet" at opening day.

Makelim in N. H.

HARTFORD, Aug. 15.—Joe Levine and Joe Wolf of Embassy Pictures Corp. are hosting the Connecticut film industry at a special luncheon tomorrow noon at Kaysey's Restaurant, New Haven, honoring Hal R. Makelim, who will discuss the Makelim Plan.

Retail TV Sales Hit Six-Month Record

WASHINGTON, Aug. 15.—Retail sales of television receivers in the first half of this year were at a record high while radio sales in June reached their highest level this year, the Radio-Electronics-Television Manufacturers Association reported on Friday.

In the six-month period, 2,805,760 TV sets moved through retail outlets compared with 2,775,900 sets sold in the first half of 1953.

Retail sales of radios, excluding automobile receivers, were reported by RETMA as 2,410,893 units in the first six months compared with sales of 3,017,196 radios in the first half of 1953.

During June, the Association report showed that 351,885 television receivers were sold at retail compared with 308,728 sets sold in May and 431,089 sets in June, 1953.

Retail radio sales were 537,494 units in June, a sharp increase from the 386,152 sets sold in May and 449,116 radios which were sold at retail in June, 1953.

EPI to Release 6; 'Jamboree' First

PHILADELPHIA, Aug. 15.—Recently formed Exploitation Productions, Inc., announced today that it would make available to the theatres at least six packages a year.

In the first move of this nature, EPI vice-president and general sales manager Jack H. Harris, announced that all arrangements have been completed for the company to distribute the new color feature film "Jamboree" nationally.

Hollywood stars, in addition to 50,000 Boy Scouts from all over the world are seen in this George Murphy production made in Hollywood with an assist from Cecil B. DeMille, Dore Schary, Howard Hughes and Major Albert Warner.

To Cite Civic Importance of Managers

The importance of the motion picture theatre manager as a citizen and member of his community, will be pointed up in a series of managers' tributes and appreciation nights which will take place in the North New Jersey circuit of the Stanley Warner Theatres during the month of September, which marks the final month of a three-month celebration of the 40th anniversary in show business of Simon H. Fabian, president of Stanley Warner Theatres.

The main purpose of these special community salutes is to highlight the significant service of the local theatre manager to the public and to show that he really is a neighbor and friend of his patrons and to his community.

"With a total of 678 years of service credited to the 34 managers of the Stanley Warner Jersey zone, it is easy to understand why these local citizen committees regard the Stanley Warner theatre manager of their city as a steadfast citizen of their respective community," Frank J. Damis, zone manager of the Jersey chain, said in speaking of the tributes.

"Our managers, averaging about 20 years of service each, are as much a neighbor of their patrons as any of their fellow merchants," Damis explained. "They live, work, play, attend church, send their children to school and participate in the overall activities of community organizations as do their patrons and other local businessmen."

Managers of the Stanley Warner theatres are listed on the membership roles of such organizations as American Legion, Veterans of Foreign Wars, the Lions, Kiwanis, Optimist, Rotary Clubs, Chamber of Commerce, Retail, PTA, high school booster clubs, the Jaycees, Masons, Knights of Columbus and other fraternal orders.

Damis recently made a study and survey of the Jersey zone managers' service time and community activities.

Gregg Elected President of Westrex Corp.

At a meeting of the board of directors of the Westrex Corp., Eugene S. Gregg was elected president succeeding Frederick W. Bierwirth, who retires Aug. 31, under the age retirement rule. Gregg since 1941 has been vice-president and general manager of the corporation, a Western Electric subsidiary.

Westrex handles the sales, distribution and service of motion picture sound recording and reproducing equipment for studios throughout the world and theaters outside the United States and Canada. The firm also distributes communication and related electrical equipment.

UA's New Phila. Branch Soon Ready

PHILADELPHIA, Aug. 15.—Construction of the modern, two-story exchange building that United Artists is erecting here is nearing completion.

The brick and granite structure, designed to accommodate the sales activities of the film distribution company, will serve as headquarters for UA's Eastern district manager John Turner, Philadelphia branch manager Mort Magill, Mid-Eastern exploitation-publicity-promotion representative Max Miller and their staffs.

Completely air-conditioned and containing 3,348 square feet of floor space, the new Philadelphia exchange is located at the intersection of Juniper and Vine Streets. Upon completion, which is scheduled for Sept. 15, the building will replace United Artists' present Philadelphia quarters in the Film Center Building.

Fox Reports Strong 'Lance' Openings

Latest openings of 20th Century-Fox's "Broken Lance" in 10 key domestic situations show the drama outgrossing such previous CinemaScope films as "Demetrius and the Gladiators," "River of No Return" and "Prince Valiant," the company reports.

Five-day grosses for "Broken Lance," as compared to the previous Century-Fox productions show $5,500 at the Victory in Evansville, as compared to $4,850 for "River of No Return"; $12,400 at the Orpheum in Omaha, as compared to a $7,980 gross for "Demetrius and the Gladiators" at the same theatre.

Academy Names 4 as Television Liaison

HOLLYWOOD, Aug. 15. — The Academy of Motion Picture Arts and Sciences on Friday selected a four-man committee, headed by Young & Rubicam's Bob Hussey, to receive and study all proposals from television quarters regarding Academy operations and interests.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

YOU HAVE 'EM NAILED IN THEIR SEATS

Yes, you've got the greatest "captive audience" in the world sitting in your theatre! 100% of your advertising dollar buys 100% coverage when your trailer is on the screen! Not 23% as with newspaper readership . . . not 28% as with magazine readership . . . not any percentage as with other media . . . but 100% . . . because the audience you reach with trailers is there looking, listening, waiting for your message!

So sock 'em hard with trailers that sell your shows . . . in advance . . . from your screen. Trailers that sell your special events, contests . . . trailers that sell what you want to sell!

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

People

George Maurer, head of M-G-M's sales development department here, will be married in Buffalo on Sept. 25 to Joan Walden, ice skater.

◆

Max Rosenberg has been retained as producer's representative for Phoenix Films' "The Steel Cage," United Artists release.

◆

Stanley Gilson, Jr., has been added to the New York staff of Shaw Artists Corp., representing performers in television, legitimate and motion pictures.

◆

Paul Harper of the Western Electric office here has been transferred to the Hollywood office.

◆

Bertram Lebhar, Jr., a director of Loew's radio station WMGM, is leaving the station at the termination of his contract on Aug. 31 and will be succeeded by Arthur Tolchin, sales executive.

◆

Ralph Clark, United Artists West Coast district manager, will attend the premiere of "Sitting Bull" in Rapid City, N. D., on Thursday. He will be accompanied by F. J. Lee, Midwest district manager; W. W. McKendrick, Salt Lake City manager; Bud Austin, Denver branch manager, and Abbott Swartz, Minneapolis manager. William Heineman, UA vice-president, will represent the home office.

◆

Sig Mickelson has been appointed vice-president of Columbia Broadcasting System in charge of CBS news and public affairs.

'Dream' Aug. 30

With Gina Lollobrigida and Vittorio De Sica co-starred, "Bread, Love and Dreams," the new Italian film produced by Marcello Girosi, will have its American premiere at the Paris Theatre here on Aug. 30.

fabulous speed to
LOS ANGELES
Fly United's new
DC-7 NONSTOP
"The Continental"
Leave at noon. Arrive before 5 p.m. on the nation's fastest air-liner! Many extra comforts, full-course meals. DC-7 service also to Chicago and San Francisco!
UNITED AIR LINES

Superscope

(*Continued from page* 1)

scope demonstrations in Europe. The first three demonstrations of the new variable anamorphic process will take place in London, Paris and Rome. Demonstrations in other countries are now being arranged.

The European showings will include footage from several top unreleased RKO productions as well as selected footage from Walt Disney productions.

Approximately 1,000 theatres in the U. S. already are equipped with the Superscope lens.

Standard Aperture Retained

Superscope requires no functional changes in projection equipment on the part of the exhibitor, Grainger pointed out, adding that the present standard Academy aperture is retained, the present focal length projection lens is retained, and the height of the exhibitor's screen remains the same normal height previously used. The only additions to present equipment are the Superscope variable anamorphic lenses which are attached to any projector and a wider screen.

Schine Book

(*Continued from page* 1)

records of these three corporations."

Judge Knight has also directed the government to state more concisely in a bill of particulars the financial and operating interest allegedly acquired by the defendants in the Pontiac theatre, Ogdensburg, and the Capitol Thetre, Oswego.

Decree Filed in 1949

The action stems from the decree handed down by Judge Knight in 1949 in an anti-trust action against the Schine interests. The agree ordered the Schine organization to dispose of 39 theatres in three years and to re-refrain from monopolistic practices in the exhibition of motion pictures. The government charges that Schine has only 16 theatres covered in the decree.

Exhibitors Optimistic

(*Continued from page* 1)

the local level dominated traces of pessimism by a wide margin.

Some equipment people report a current lull in orders for wide screen and stereophonic sound installations, but they regard the situation as temporary, pointing out that a saturation point was being reached in the higher and medium bracket theatres, while those in the lower bracket were marking time to observe new developments which might permit them to make installations at lower costs.

One top distribution executive said he had been reading the MOTION PICTURE DAILY survey reports carefully and that they tallied almost 100 per cent with his own statistics.

Mexican Revenues Drop

Revenue of the Federal and local city governments from the theatres' gross in Mexico dropped to $2,092,766 last year from $2,135,079—a $42,313 decrease in 1952, the Mexico City Treasury Dept. reports. The ceiling admission prices, of theatres starting in December, 1952, from 35 to 46 cents, were a factor in the lower tax yield last year, the Department added. The peso was worth 11.6 cents during both years on and was devaluated to eight cents April 19.

Columbia

(*Continued from page* 1)

year to year, but frequently was to mark the difference between profit and loss in particular years." The announcement added that each year since 1934, when the gross income was $11,178,000, has been a profitable one in the operation of the company.

The statement went on to list the productions that have become the company's milestones during the past 20 years of progress, from "It Happened One Night" in 1934 until last season's "From Here to Eternity." Cohn listed the current "The Caine Mutiny" and "On The Waterfront" and the forthcoming "Phffft" as the company's leading product for this season.

The list of milestone films in the announcement were:

"One Night of Love," 1935; "Mr. Deeds Goes to Town," 1936; "The Awful Truth" and "Theodora Goes Wild," 1937; "Lost Horizon," 1938; "You Can't Take It With You," 1939; "Mr. Smith Goes To Washington" and "His Girl Friday," 1940; "Penny Serenade" and "Here Comes Mr. Jordan," 1941; "My Sister Eileen," 1942; "The More The Merrier," 1943; "Cover Girl," 1944; "A Song To Remember," 1945; "Gilda," 1946; "The Jolson Story," 1947; "The Loves of Carmen" and "The Fuller Brush Man," 1948; "All The King's Men," 1949; "Born Yesterday," 1950; "Ten Tall Men," 1951; and Salome," 1952.

U-I Far East Meet

(*Continued from page* 1)

Doyle, managing director for Japan Wally Orr—who also functions as Doyle's assistant—and head auditor Paul Fehlen.

Present from Japan are G. Nakatani, general sales manager; T. Osaka, publicity manager; M. Horii, chief salesman; A. Hidano, assistant publicity manager, and K. Konishita, I. Sawada, Y. Kibe and Y. Hirai, branch managers.

U-I managers from the Far East who are attending the conference are: Q. S. Mariano, Burma; C. Y. Zue, Formosa; G. Lao, Hong Kong; W. Broun, India; G. Boret, Indonesia; H. Sayers, Pakistan; M. Casey, Philippines; Y. K. Yao, Singapore, and L. De Jesus, Thailand.

The delegates have already screened a number of U-I films which are scheduled for release in the Far East during the coming year. These include "The Black Shield of Falworth" and "Sign of the Pagan" in Technicolor and CinemaScope; "So This Is Paris," "Bengal Brigade," "Tanganyika" and "Dawn at Socorro" in Technicolor; and "Francis Joins the Wacs."

United Artists Deal

(*Continued from page* 1)

Filming of "Big House, U.S.A.," an original screenplay by John Higgins, is scheduled to begin Sept. 15.

The five other pictures are "The Swamp Fox," story of Revolutionary War hero Francis Marion; "Desert Battalion," a Foreign Legion film, two Westerns and a melodrama.

Schenck and Koch have produced four films for United Artists: "War Paint," "Beachhead," "The Yellow Tomahawk" and the recently-completed suspense drama, "Shield for Murder," starring Edmond O'Brien and co-directed by O'Brien and Koch.

In the THEATRE Equipment *& Refreshment* World . . .

• • *with RAY GALLO*

"CINEMAPLASTIC" is the name of a new surfacing compound for drive-in screens developed by Protective Coatings, Inc., Tampa, Fla. It is made from their plastic product which has long been used for the weather-sealing of buildings and also employed by the U. S. Navy to prevent corrosion of ships taken out of service for an indefinite period of time. The material is described as a vinyl plastic liquid, with aluminum and white metallic oxide pigment. It has been applied to the screens of several drive-ins in Florida recently.

•

The appointment of C. J. Chapman to the position of general sales manager, industrial products, has been announced by the National Carbon Co. Chapman, who will be located in the company's general offices in New York, will direct sales activities on the firm's projector carbons, carbon and graphite electrodes, carbon brushes, signal cells and chemical and metallurgical carbon products. Chapman joined the company in 1936 *and was Chicago district sales manager prior to his present appointment.*

C. J. Chapman

•

Cretors Corp., Nashville, Tenn., and Chicago, is now demonstrating in its distributors' showrooms all over the country a new popcorn machine for theatres created by Raymond Loewy, industrial designer. According to H. E. Chrisman, Jr., director of sales for Cretors, the new machine is "designed to be a real traffic-stopper and provide a glamorous new focal point for concession stand layout." To select a name for the new machine the company is conducting a contest with a first prize of $500 in cash and certificates good for $100 each on the purchase of one of the machines to the second, third, fourth and fifth place winners. Entry blanks are available at all Cretors' distributors.

•

Lyman E. G. Suiter has been appointed assistant to the vice-president by the Fairchild Recording Equipment Co., Whitestone, N. Y., according to Sherman M. Fairchild, president. Suiter will assist in general manufacturing problems.

•

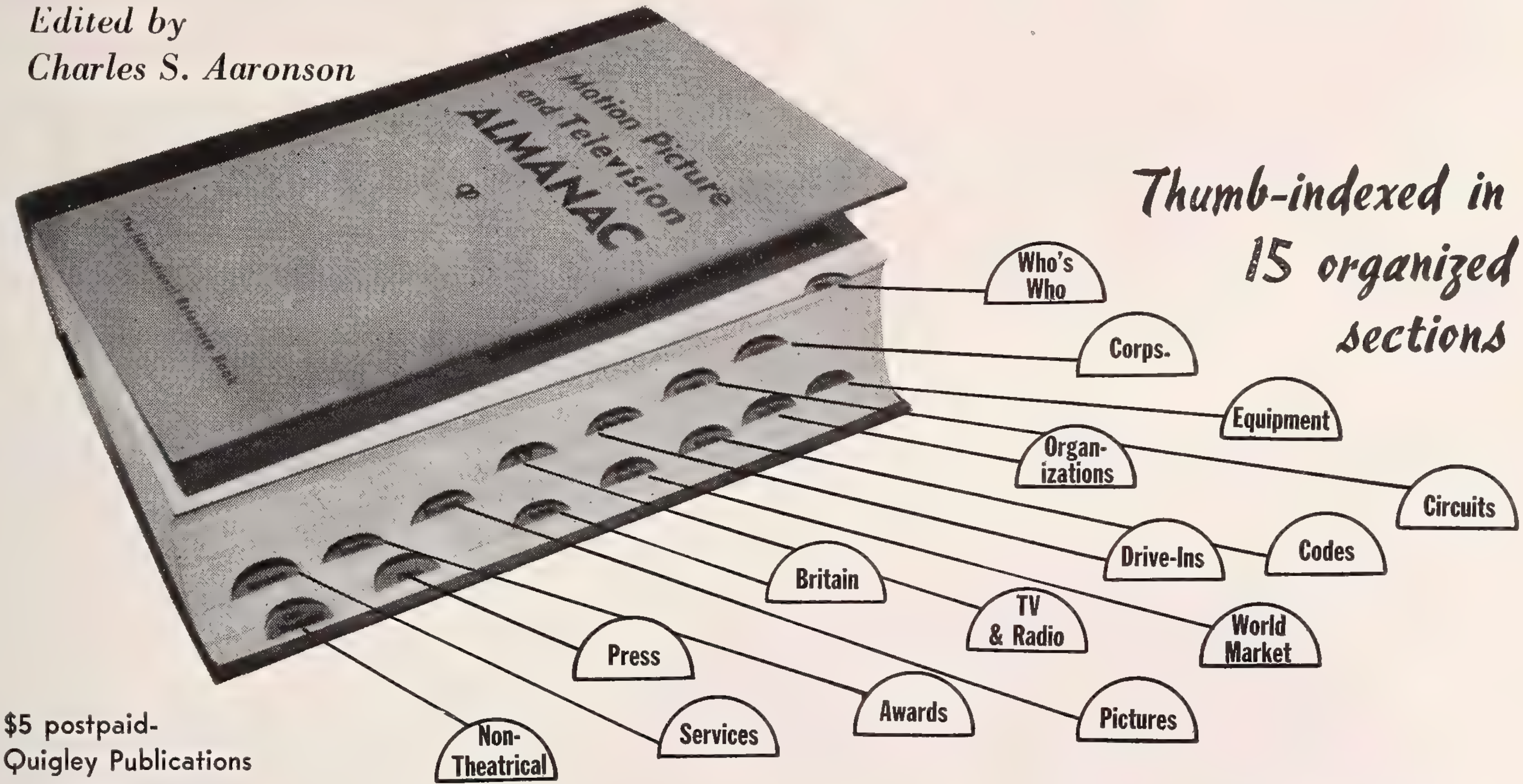
A new flavor in the "Charms" candy line is announced by the Charms Sales Company, Chicago. Called "Cane Mint," it is peppermint-flavored and marks the 14th package for this line.

Big Job . . .

Ever stop to think of what is involved in compiling and producing the industry's most-often-used reference book each year? The more than one thousand pages of Motion Picture and Television ALMANAC are checked and rechecked and revised . . . out-dated data is eliminated and useful new information is added . . . facts, facts, facts—literally tens of thousands of items are obtained and examined . . . In the *Who's Who* section alone, there are approximately 12,000 concise, correct biographies of personalities in or associated with the motion picture, television and radio industries. And that is but one of the 15 thumb-indexed sections!

The big job for the 1955 edition of the ALMANAC is well under way. Soon, its thousands of subscribers throughout the United States and Canada and in over eighty foreign countries will have the 26th edition in their hands, and the up-to-date facts at their finger-tips.

Edited by
Charles S. Aaronson


Motion Picture
and Television
ALMANAC
The International Reference Book
Who's Who
Corps.
Equipment
Organ-izations
Circuits
Drive-Ins
Codes
Britain
TV & Radio
World Market
Press
Awards
Pictures
Services
Non-Theatrical

Thumb-indexed in 15 organized sections

$5 postpaid-
Quigley Publications
1270 6th Avenue
New York 20, N. Y.

**The 1955
Motion Picture
and Television
ALMANAC**

QP A QUIGLEY PUBLICATION

and now…
DeLuxe Laboratories, Inc.
proudly announce

COLOR
by
DE LUXE
LABORATORIES

A NEW AND COMPLETE FILM SERVICE

- *Magnetic Striping*
- *High-Fidelity Stereophonic Print Recording*

41st year of quality processing for the Motion Picture Industry

for 20th Century-Fox…

DARRYL F. ZANUCK'S
THE EGYPTIAN
COLOR by DE LUXE
CINEMASCOPE

DE LUXE LABORATORIES, New York
CRESCENT FILM LABORATORIES, Chicago
DE LUXE LABORATORIES, Los Angeles

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 76. NO. 33 NEW YORK, U. S. A., TUESDAY, AUGUST 17, 1954 TEN CENTS

Pledge by 20th

UK Exhibitors To Get Flow of 'Scope Films

Financial, Distribution Aid to Hypo Production

LONDON, Aug. 16. — Independent exhibitors in Britain who have installed CinemaScope can be sure of British quota product in the anamorphic medium in addition to the growing output of CinemaScope pictures from Hollywood, according to J. F. Pattinson, managing director of 20th Century's Fox's International Corp. in Great Britain. He announced today the first three British CinemaScope productions which foreshadow a continuous flow of quota pictures in the new medium.

It is the object of 20th Century-Fox to encourage independent British production in CinemaScope by offering both

(*Continued on page* 8)

O'Brien to Make Plea To Film Council Wed.

HOLLYWOOD, Aug. 16. — Tom O'Brien, M.P., today told MOTION PICTURE DAILY that he will present to the AFL Film Council, at a special luncheon meeting Wednesday, the same views on the need for agreement between American and British unions that he expressed to the IATSE convention delegates last week. He said

(*Continued on page* 8)

Makelim Says Two Will Be in Color

NEW HAVEN, Aug. 16.—A minimum of two of the initial 12 releases from Hal Makelim will be in color and will be available for wide-screen, but not CinemaScope, Makelim told a meeting of Connecticut exhibitors here today. He said he hoped to have the first picture ready for release by the end of this year. More than $30,000 will be expended for national advertisng and promotion, Makelim said, and he estimated that 300 prints would be available on his pictures, and that 50 more will be stored in New York.

'Bride' to Date at Hall: $700,000

M-G-M's "Seven Brides for Seven Brothers" finished its 25th day at Radio City Music Hall here Sunday night with the largest take for that period in the history of the theatre, establishing at the same time a new all-time high for M-G-M product, the company said. Previous M-G-M high grossing picture for the period was "Rose Marie" with "Ivanhoe" following. By last night, "Seven Brides for Seven Brothers" was expected to tally close to $700,000, with no end of the run in sight.

'U' Sets Five-Month Release Slate of 11 Starting Sept. 1

Eleven major pictures, nine of them in color of which two also are in CinemaScope, will be released by Universal-International during the five-month period starting Sept. 1, it was announced by Charles J. Feldman, vice-president and general sales manager.

These pictures represent one of the strongest boxoffice lineups ever released by U-I during a similar period, Feldman pointed out. Said to be diversified in subject matter, they include drama, comedy, adventure, "spectacle" romance, music and action. And in virtually every case the casts are headed by names with boxoffice pull, Feldman said.

Included in the releases are two productions from the J. Arthur Rank Organization.

The release schedule, as set forth by Feldman, is as follows:

"The Black Shield of Falworth," Technicolor CinemaScope production starring Tony Curtis, Janet Leigh, David Farrar, Barbara Rush and Herbert Marshall; "Dawn At Socorro," Technicolor western starring

(*Continued on page* 8)

St. Paul Paper to Censor Film Ads

A "mild" form of censorship of motion picture advertising copy has been instituted by the St. Paul "Dispatch-Pioneer Press," this following protests from readers over layouts used to advertise RKO's "French Line" in its one and only appearance in the city.

W. H. Roth, retail advertising manager of the Ridder publications, said

(*Continued on page* 8)

Local Exhibitors May Sue

Decision On All-Inclusive Exhibitor Tax Suit Near

Independent exhibitors and circuit operators are expected to seek legal recourse unless New York City Controller Lawrence Gerosa allows them to join in the current suit pending against the five per cent admission tax, it was learned yesterday.

The local exhibitors had asked City Assistant Corporation Counsel Stanley Buchsbaum by letter if the City Comptroller would make no attempt to collect the tax's breakage amounts which exceed the five per cent limit which is set by law.

Gerosa is expected to announce his decision today or tomorrow in allowing other local theatremen to join Century Theatres, RKO Theatres, Brandt Theatres and Loew's in their suit against the City of New York, charging that the five per cent levy is "unconstitutional and higher in some cases than the law allows."

Supreme Court Justice Nicholas M. Pette issued in July a temporary injunction against the tax's "major fraction" feature, declaring it illegal and setting the case for Sept. 13 when a decision will be reached on whether the injunction is to be made permanent. The restraining order which was issued by Judge Pette does not halt

(*Continued on page* 8)

Tie in Compo Poll With TV

Discussions are under way to tie-in a series of industry television shows with the projected annual national audience poll of the Council of Motion Picture Organizations, it was learned here yesterday.

Handling the recommended TV tie-ups are members of COMPO's governing triumvirate, it was stated. A COMPO spokesman, expressing the organization's hope of kicking off the annual poll this fall, explained that the triumvirate is acting on the June recommendations calling for quarterly television shows, as well as television coverage of the annual awards by the Council.

Will Reflect Public's Choice

The June proposals, made by a special COMPO committee of theatre advertising executives, encompassed detailed plans to determine the public's choice of the best picture of the preceding year, the best performances and the new young male and female personalities showing the greatest promise.

It is understood that once significant headway is made on the proposed TV shows with the networks, the plan will thereupon be submitted to member film companies for their approval. Television in this instance, it is argued, can augment the interest in theatrical motion pictures evoked by the nationwide poll.

Finds Enthusiasm High in Hollywood

The atmosphere in Hollywood and environs is charged with excitement and enthusiasm again after an interval of inaction and uncertainty, Jerome Pickman, vice-president of Paramount Pictures Distributing Co., reported here yesterday following his return from a studio visit.

The production and release of a succession of exceptional box office pictures has made the difference, Pickman said, and the studios are

(*Continued on page* 8)

Compo's Insurance Plan Gets Response

An encouraging response to the group life insurance plan of the Council of Motion Picture Organizations was reported here yesterday.

In a matter of a couple of days, COMPO has received approximately 300 responses to its questionnaire, sent to 6,500 theatre employers throughout

(*Continued on page* 8)

New 1954 High for Republic Stock

Continued buying of Republic Pictures common stock on the New York Stock Exchange yesterday, following heavy activity in the issue last Friday, again centered financial district attention on the stock. There have been intermittent reports that both a Texas and a local syndicate have been formed to acquire sufficient shares to exercise control of the company.

Nearly 15,000 shares changed hands yesterday with the issue closing at a new high for the year of 5⅞.

Personal Mention

ERIC JOHNSTON, president of the Motion Picture Association of America, left Washington for Spokane yesterday. He is due to return to the East on Sept. 1.

•

Barney Balaban, president of Paramount Pictures, and **Mrs. Balaban** returned to New York from Europe yesterday aboard the "Andrea Doria."

•

Spyros Skouras, president of 20th Century-Fox, left New York last night for Europe, to be gone a week.

•

Sidney Schreiber, Motion Picture Association general counsel, and **Mrs. Schreiber**, now in Europe from New York, are scheduled to return early in September.

•

Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, has left New York for a vacation in Vermont.

•

William Brandt, circuit executive, will return to New York today on the "Queen Mary" following six weeks in Europe.

•

Oscar A. Morgan, Paramount short subjects and newsreel sales manager, has returned to New York from Albany and Buffalo.

•

Stanley Donen, director, has returned to the M-G-M Hollywood studios following a vacation in Jamaica, B. W. I.

•

Charles Le Maire, head of women's wardrobe for 20th Century-Fox in Hollywood, has arrived in New York from the Coast.

•

Collier Young, Filmakers executive producer, will arrive in New York today from the Coast.

•

Burt Sloane, United Artists trade press contact, has left here for Montauk Point, L. I.

•

George Weltner, president of Paramount International, has returned to New York from Hollywood.

•

Robert Nashick, of Loew's Theatres publicity department, has returned from his vacation.

•

Olin Clark, M-G-M Eastern story head, left here at the weekend for his vacation, which he will spend touring.

'Companion' Plugs 'Star'

"A Star Is Born" receives a plug in an article on Judy Garland by Hedda Hopper in the September issue of "Woman's Home Companion" due on the newsstands Thursday. A photograph taken on the set showing Miss Garland singing a blues song spreads over a page-and-half and leads off the story. Five pages in all are used by Miss Hopper to tell an intimate story of Judy Garland and "A Star Is Born."

Free Admissions to Celebrate Birthday

HARTFORD, Aug. 16. — Sal Adorno, Sr., general manager of the M&D Theatres, Middletown, Conn., will mark his 75th birthday and 50th year in the motion picture industry tomorrow, with the M&D flagship, the Palace, holding open house.

No admission will be charged throughout the day, according to Mike Adorno, assistant general manager, and candy will be distributed to youngster patrons.

Adorno, Sr., will be in attendance to shake hands with patrons and express appreciation of trade over the half-century.

Texas Drive-in Assn. Meet Starts Monday

SAN ANTONIO, Aug. 16. — The three-day convention of the Texas Drive-in Owners Association, which will be held at the Plaza Hotel here Aug. 22-24, will actually open on Sunday, Aug. 23, with the arrival of a special convention train—The Katy—which will be followed by a "Get-Acquainted Cocktail Party" as guests of the Southwestern Theatre Equipment Co.

A board of directors meeting on Monday morning will be followed in the afternoon by the addresses of Arthur Landsman and Preston Smith. Election of officers will be held at 2:15 P.M.

Concessions Forum Tuesday

A concessions forum will feature Tuesday's proceedings and will be followed by a talk on tax relief by Hon. Waggoner Carr, State Representative.

Life memberships in the association will be presented at a luncheon Wednesday to Col. H. A. Cole, Claude C. Ezell and Harley Sadler. The afternoon's proceedings on that day will be featured by a talk on "New Processes" by James Skinner, in which VistaVision, CinemaScope, Cinerama and other forms of media will be discussed.

Col. William McCraw will be the toastmaster and John Ben Shepperd, Attorney General of Texas, the principal speaker at the cocktail party and banquet which will bring the convention to a close on Wednesday evening.

Special provisions for entertainment of women delegates as well as the wives of members have been made for each day of the convention.

Greenblatt Resigns Lippert Post

HOLLYWOOD, Aug. 16.—Arthur Greenblatt has resigned as general sales manager of Lippert Pictures, effective on the expiration of his contract. With Lippert for the past seven years, Greenblatt formerly served with Monogram and PRC in the same capacity. Lippert said a successor will be announced later.

UA Aims 30 at Latin-America

United Artists will release 30 pictures, U. S. and foreign productions, in Latin-American countries during 1955, the company announced yesterday. Of the films to be released, 29 are now completed and 16 of the 30 are in color.

The U.A. lineup is to be presented in three-color posters in Spanish which will be shipped in quantity later this month to offices in Central and South America for distribution.

Productions Listed

The films to be distributed are: "The Barefoot Contessa," "Summertime," now in production, "Vera Cruz," "Sitting Bull," U.A.'s first CinemaScope release, "Stranger on Horseback," "The Beachcomber," "The White Orchid," "Gog," "Apache," "The Yellow Tomahawk," "Khyber Patrol," "Capt. Kidd and the Slave Girl," "Conquest of Everest," "The Golden Mistress," "Romeo and Juliet."

Also, "The Purple Plain," "Black Tuesday," "Witness to Murder," "Suddenly," "Twist of Fate," "The Long Wait," "Down Three Dark Streets," "The Stranger's Hand," "Modern Times," "Shield For Murder," "Malta Story," "The Diamond Wizard," "The Lone Gun," "Battle Taxi," and "Canyon Crossroads."

Par. Says 'Window' Heads for Records

Alfred Hitchcock's "Rear Window" is heading toward new gross records in the three cities where it has opened, New York, Los Angeles and Atlantic City, Paramount announced. The picture will open tomorrow at two more situations: the Arcadia Theatre, Philadelphia, and the Strand, Albany.

Strong in Los Angeles

At the Paramount Hollywood in Los Angeles, the Hitchcock-Paramount picture in its first four days grossed $23,500. At its present pace, it is estimated that "Rear Window" should top by at least $7,000 the all-time Paramount grossing champion at the theatre, "Sunset Boulevard."

At the New York Rivoli, "Rear Window" is reported to be on the way to achieving the mark of equalling the first week's gross of $70,000 in the second week.

Deny Plea to Dismiss Rita Hayworth Suit

Judge Edward Weinfeld in New York Federal Court yesterday denied a motion by Columbia Pictures and Columbia-International to dismiss an action brought by Rita Hayworth for an accounting on four pictures which she made for Beckwith Corp. and for release by Columbia. Miss Hayworth owns 450 shares of stock in Beckwith. She seeks termination of the contract.

The judge also set Sept. 13 for the date on which the plaintiff may examine B. B. Kahane, president of Beckwith and a vice-president of Columbia, and other directors. Harry Cohn, Columbia president, may be examined on Oct. 5, possibly in New York.

Edina Nostalgic over 20-Year-Old Theatre

MINNEAPOLIS, Aug. 16. — An atmosphere of nostalgia will permeate Martin Stein's suburban Edina Theatre on the 20th anniversary of its opening, which will take place Aug. 31, with the showing of "It Happened One Night." Stein now is looking around for a 1934 newsreel and some 1934 shorts. Admission will be free.

Edina merchants are participating in the promotion by selling certain items of their stock at 1934 prices.

MPEA Meets Today On Italian Pact

Discussion on the distribution of licenses under the new Italian-American film pact will highlight today's meeting here of the foreign managers committee of the Motion Picture Export Association.

In addition, the foreign managers will take up the issue of division of remittances from Italy. Other items on the agenda include a report on the Far Eastern situation by Irving Maas, MPEA Far East director, now in Indonesia.

Eisenhower Signs Tax Revision Bill

WASHINGTON, Aug. 16.—President Eisenhower today signed into law the omnibus tax revision bill, which overhauls and recodifies the nation's revenue laws. It is said to represent the first complete revision of the internal revenue code in 75 years.

Frank Bosketti, 69

BOSTON, Aug. 16. — Funeral services for Frank Bosketti, 69, veteran theatre owner who has operated the Star Theatre, Lawrence, Mass., since 1913, will be held at the Holy Rosary Church in Lawrence tomorrow. He is survived by his widow, two sons and two daughters. Burial will be in Immaculate Conception Cemetery.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"SEVEN BRIDES FOR SEVEN BROTHERS"
in CINEMASCOPE starring
JANE POWELL - HOWARD KEEL
Color by ANSCO - An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

WARNER BROS. PRESENT
JEANNE CRAIN ◊ DANA ANDREWS ◊ DAVID FARRAR
DUEL IN THE JUNGLE
Color by TECHNICOLOR • A MOULIN PRODUCTION
COOL PARAMOUNT
BROADWAY at 43rd St.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

News Roundup

bserve 40th Anniversaries

The 40th anniversaries of Si Fabian, resident of Stanley Warner Theatres, nd of the Regent Theatre, Paterson, J., will be observed with special ivic ceremonies at the theatre on ug. 24. Following the ceremonies, reception for the press and guests ill be held at the Alexander Hamilon Hotel in Paterson.

■

Egyptian' Press Screening

A screening of "The Egyptian," arryl F. Zanuck's first personal inemaScope production, will be held r trade press reviewers and staff embers at the 20th Century-Fox ome office on Thursday, followed by buffet luncheon. The picture will ave its world premiere at the Roxy heatre here Aug. 24.

■

Extend VC Deadline

Deadline for charter membership in he reorganized Variety Club in Coumbus, O., has been extended to Sept. 5 by Milton Yassenoff, treasurer of he tent. The first large club party vill be held in the new club rooms n the Seneca Hotel on Sept. 15, postoned from Aug. 18.

■

College Gets CinemaScope

Hiram College in Hiram, O., is nstalling CinemaScope equipment rom Ohio Theatre Supply Co. This s said to be the first institution in the Ohio territory to install CinemaScope. Work is expected to be finished before the fall college season starts.

■

Pathe Processes 'Bull'

W. R. Frank's "Sitting Bull" is being processed in Pathecolor by the Hollywood Pathe Laboratories, as is Hall Bartlett's "Unchained," starring Elroy (Crazylegs) Hirsch.

■

Acquires 'Devil's General'

The post-war German play, "The Devil's General," by Carl Zuckmayer, has been acquired for independent production in 1955 by Charles Vidor. The rights were purchased from the author last year by Richard Gordon. Distribution and cast have not been set.

■

Strike Hits Northwest

The film industry, as well as all other businesses, is being hard hit by the prolonged lumber and sawmill workers' strike in Oregon. Industry in general is reported to have suffered a loss of $38,000,000 to date.

■

'Miller' Mexican Hit

Universal's "The Glenn Miller Story" is reported to have scored the highest gross of any American picture to play in Mexico in its first week. The picture pulled $23,846 in its initial stanza at the Cine Roble. The gross was at the rate of 32 centavos per patron, the ceilinged first-run admission price in Mexico City. It has moved over to the Cine Real and is playing six shows a day.

MPEA's Johnson To Norway, Denmark

A trouble-shooting trip to Norway and Denmark will be made by G. Griffith Johnson, vice-president of the Motion Picture Export Association.

Johnson, who leaves for Europe on Aug. 25 from here, is expected first to visit Norway in an attempt to iron out difficulties concerning remittances on so-called "super pictures." Under the old MPAA pact with Norway, extended to Sept. 15, five "super pictures" with a remittance of 45 per cent per year was allowed. In recent talks, Norwegian officials have sought to eliminate the 45 per cent category, bringing all pictures down to the overall 40 per cent remittance category.

In Denmark, Griffith is expected to seek a higher rental ceiling than the 30 per cent now prevailing.

CBS 6-Month Income Placed at $5,177,449

Consolidated net income of Columbia Broadcasting System, Inc. was $2.21 per share for the first half-year of 1954 as compared with $2.05 per share for the comparable period in 1953, it was disclosed at the meeting of the board of directors by William S. Paley, chairman.

Net income for the first half-year of 1954 amounted to $5,177,449. For the first half-year of 1953, net income was $4,793,377.

At the meeting, the board of directors declared a cash dividend of 40 cents per share on its Class A and Class B stock. The dividend is payable on Sept. 10, 1954 to stockholders of record at the close of business on Aug. 27, 1954.

Connecticut 750-Car Drive-in Is Opened

HARTFORD, Aug. 16. — The South Windsor Realty Corp. has opened its newly-completed $200,000, 750-car capacity East Hartford Drive-in Theatre, South Windsor, Conn. Anthony Scavatto, resident manager, said that car capacity would be increased to 900 by next spring.

The screen measures 102 feet wide and 82 feet high.

Abe Bronstein of Hartford is corporation president.

Mexican Talent Gets Pay Boost

MEXICO CITY, Aug. 16.—All picture players, except stars and first supports, and models who work in films, will get an average 8.3 per cent pay increase under a pact the Producers and Distributors Association made with the Picture Production Workers Union (STPC).

Stars, other than stellar ones who can charge what they please—and get it—continue receiving $880 per picture and the day's pay for first supports remains at $26. The hikes are for:

Second supports: $21.12 daily (five per cent more); third supports, $17.25 a day (10 per cent hike); bits, $12.65 daily (10 per cent boost), and dance unit members, $11.50 daily each—a 25 per cent boost.

The new daily pay of models is $12.32 each—a $1.20-hike. The National Actors Union which supplies models for pictures has limited its number to 100.

One Film Put in 'B' As Legion Calls 4 'A'

"City Stands Trial" has been placed in Class B in the latest listing of the National Legion of Decency.

The remaining four pictures reviewed by the Legion were placed in Class A, one in Section 2 and three in Section 1. Placed in Section 2 was the Italian film, "Voice of Silence." The classification accorded this film, it was pointed out, applies only to prints shown in Continental United States.

The three films in Class A, Section 1, are "The Detective," "Duel in the Jungle" and "Khyber Patrol."

Columbia Releasing Brazilian Picture

"Cangaceiro" ("The Bandit"), the first Brazilian film to be shown in the United States, will be presented by Columbia Pictures at the Trans-Lux Normandie Theatre following the completion of the engagement of "Robinson Crusoe." Winner of the 1953 Cannes Film Festival award for the best adventure picture and produced by Vera Cruz Productions, "Cangaceiro" is being released world-wide by Columbia.

Mexico Chamber Moves to 'Restore Exhibitor Rights'

MEXICO City, Aug. 16.—Appeal to the Labor Ministry and the National Cinematographic Industry Workers Union (STIC) to satisfactorily and promptly end the labor conflict that stemmed from the recent six-day strike, which involved the 23 distributors, eight of whom are Americans, was made in a paid half-page advertisement which the Confederation of Industrial Chambers is running in the lay press here. The advertisement says, in part:

"The Cinematographic Industry Chamber proposes to restore to motion picture exhibitors the right to administer their own businesses. Because of the accumulation of a series of obstacles that have been imposed, an exhibitor now can neither intervene in the choice of his employees and workmen nor in continuing in his service those workers he has selected, nor in even the direction of his staff because the direct chief of personnel is designated not by him but by syndical leaders.

"To correct this insufferable situation, the Chamber has formed the Employers Association of Cinematographic Distributors and Exhibitors and has asked that there be a unification of the start and ending of labor contracts, and the formulation of a rule to conveniently govern employee-employer relations.

"As the employees and workmen of these companies enjoy very high wages and, besides, the exhibitors are disposed to grant pay increases, this Confederation calls upon the labor authorities and the workers union to exercise their good will and reach a satisfactory solution of this conflict."

People

Mrs. Eugene O'Brien, daughter of Ted Sullivan, vice-president and treasurer of Quigley Publications, gave birth to a boy at New Rochelle Hospital, New Rochelle, N. Y., on Saturday.

□

Louis Lutz, supervisor for Gran Enterprises in Milwaukee, has resigned to return to his former home, Detroit, where he will manage the Uptown Theatre. He will be succeeded in Milwaukee by Harold Janecky, who was the first manager of Milwaukee's Warner Theatre and who recently was associated with Standard Venders of Louisville.

□

J. Knox Strachan, who was publicity director for Warner Theatres in Ohio until the office was discontinued, is now in the advertising business in St. Petersburg.

□

John Di Benedetto, manager of Loew's Poli, Worcester, Mass., was married at the weekend to Patricia Doherty of Shrewsbury, Mass.

□

Bob Weitman, vice-president in charge of programs and talent for ABC, will celebrate a brithday tomorrow.

□

Peter A. Heller has been elected vice-president of Walter E. Heller & Co., which is active in film financing.

□

Fred Holzworth, one-time manager of Loew's State in Cleveland and more recently with Brown & Bigelow, is back in the industry again as manager of the Beach Cliff Theatre in Rocky River, Cleveland suburb. He succeeds Robert Swanson, who has been transferred to the Clinton in Port Clinton, O., to take over for the ailing Harry Callahan.

□

James F. McCarthy, Connecticut district manager for Stanley Warner Theatres, has been named general chairman of the testimonial honoring Lou Cohen, Loew's Poli manager in Hartford, slated for Oct. 4 at the new Statler Hotel. The event will mark Cohen's 35th year in show business and his 35th wedding anniversary. An arrangements committee is being set up by McCarthy and Norm Levinson, assistant manager of Loew's Poli.

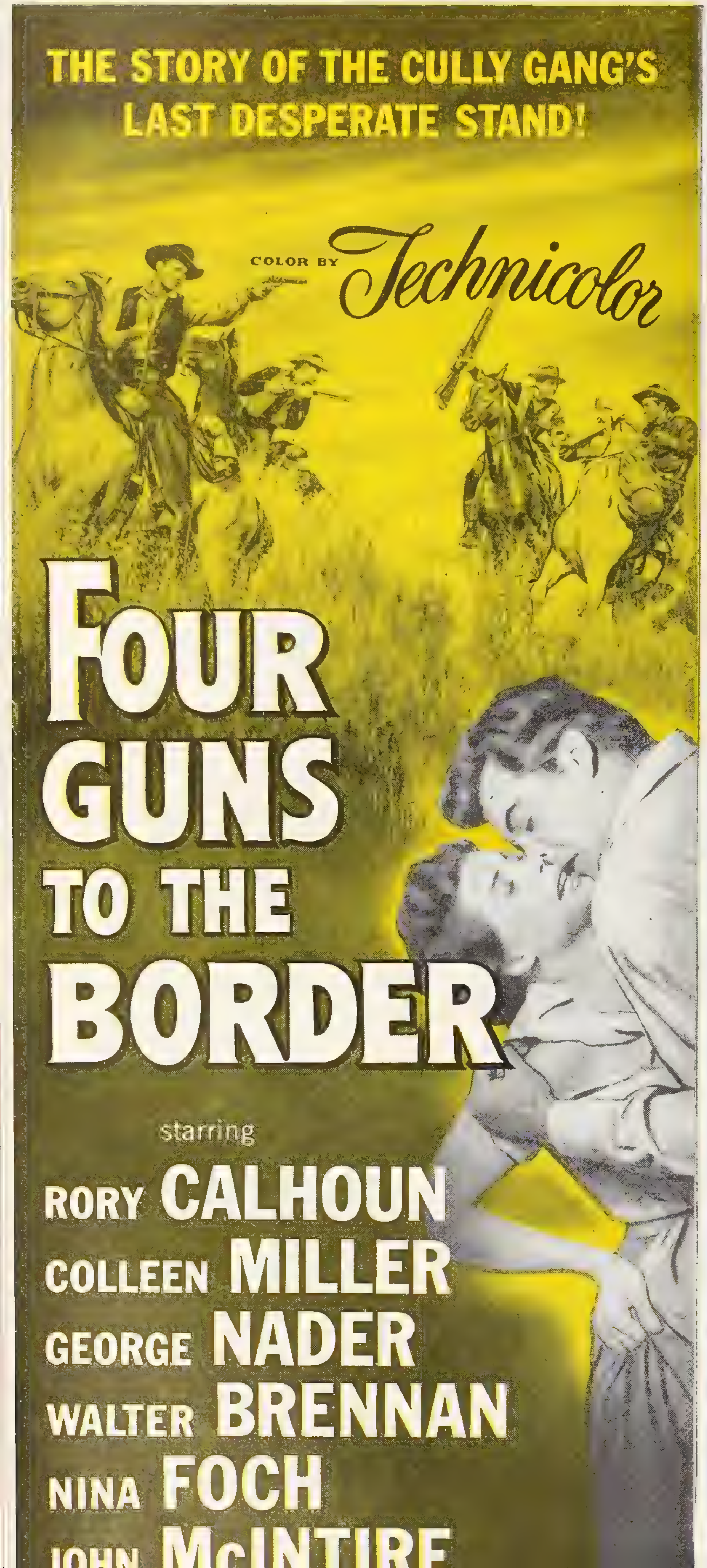
□

Arthur Silverstone, assistant general sales manager of 20th Century-Fox, has entered Mt. Sinai Hospital in New York for minor throat surgery. He is expected to be away several days.

□

Bill Reisman, 20th-Fox 16mm. manager, announced yesterday the birth of his second child, Thomas, born yesterday in New Rochelle, N. Y.

FOR THE BIG *Autumn*



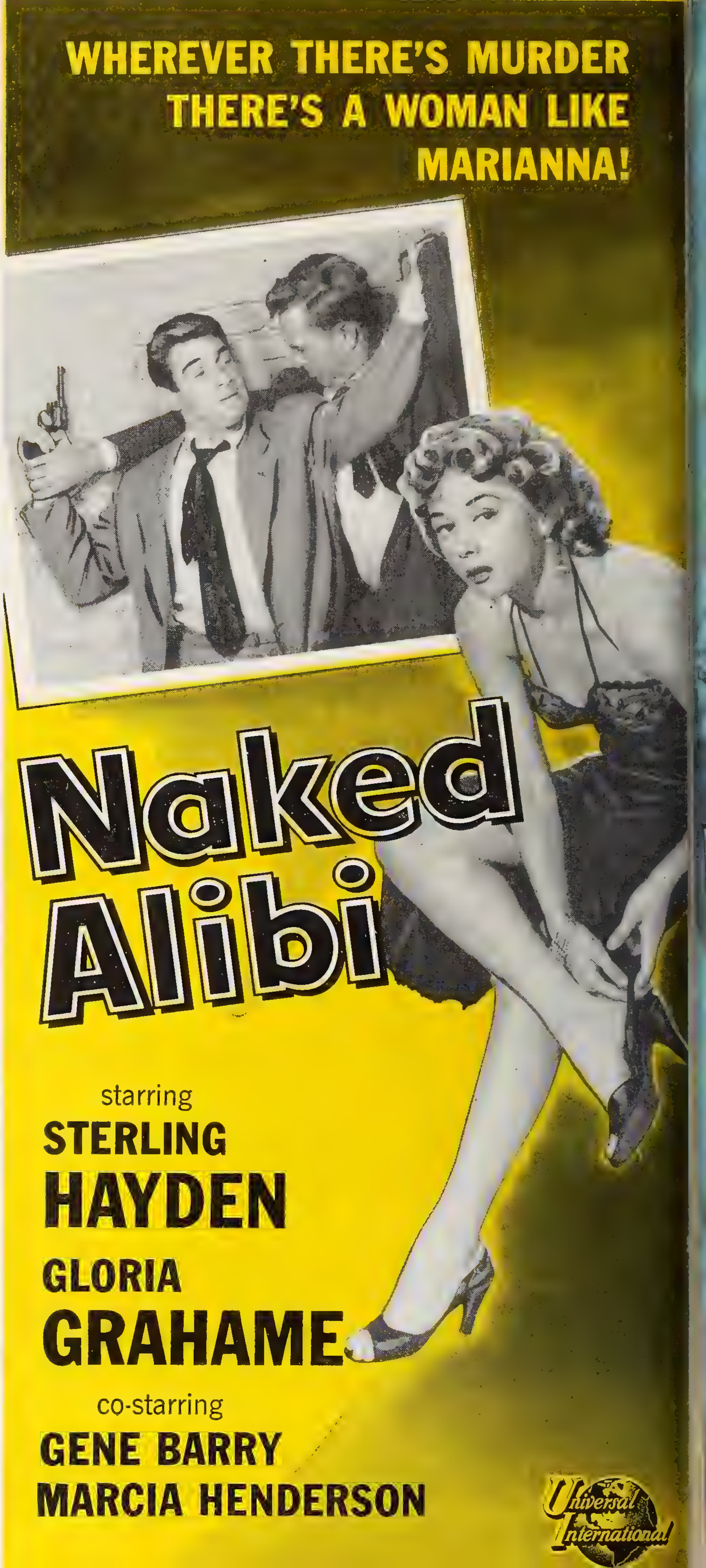
THE STORY OF THE CULLY GANG'S LAST DESPERATE STAND!

COLOR BY *Technicolor*

FOUR GUNS TO THE BORDER

starring

RORY CALHOUN
COLLEEN MILLER
GEORGE NADER
WALTER BRENNAN
NINA FOCH
JOHN McINTIRE



WHEREVER THERE'S MURDER THERE'S A WOMAN LIKE MARIANNA!

Naked Alibi

starring

STERLING HAYDEN
GLORIA GRAHAME

co-starring

GENE BARRY
MARCIA HENDERSON

Universal International

Box-Office HARVEST *from* UNIVERSAL!

THE STORY OF THE WHITE HUNTER WHO SMASHED THE RULE OF THE IVORY PIRATES!

EALING STUDIOS PRESENT

WEST OF ZANZIBAR

COLOR BY *Technicolor*

FILMED IN AFRICA

starring

ANTHONY STEEL · SHEILA SIM

THAT "MA KETTLE" GAL'S GOT A BRAND NEW FELLA!

"RICOCHET ROMANCE"

starring

MARJORIE MAIN

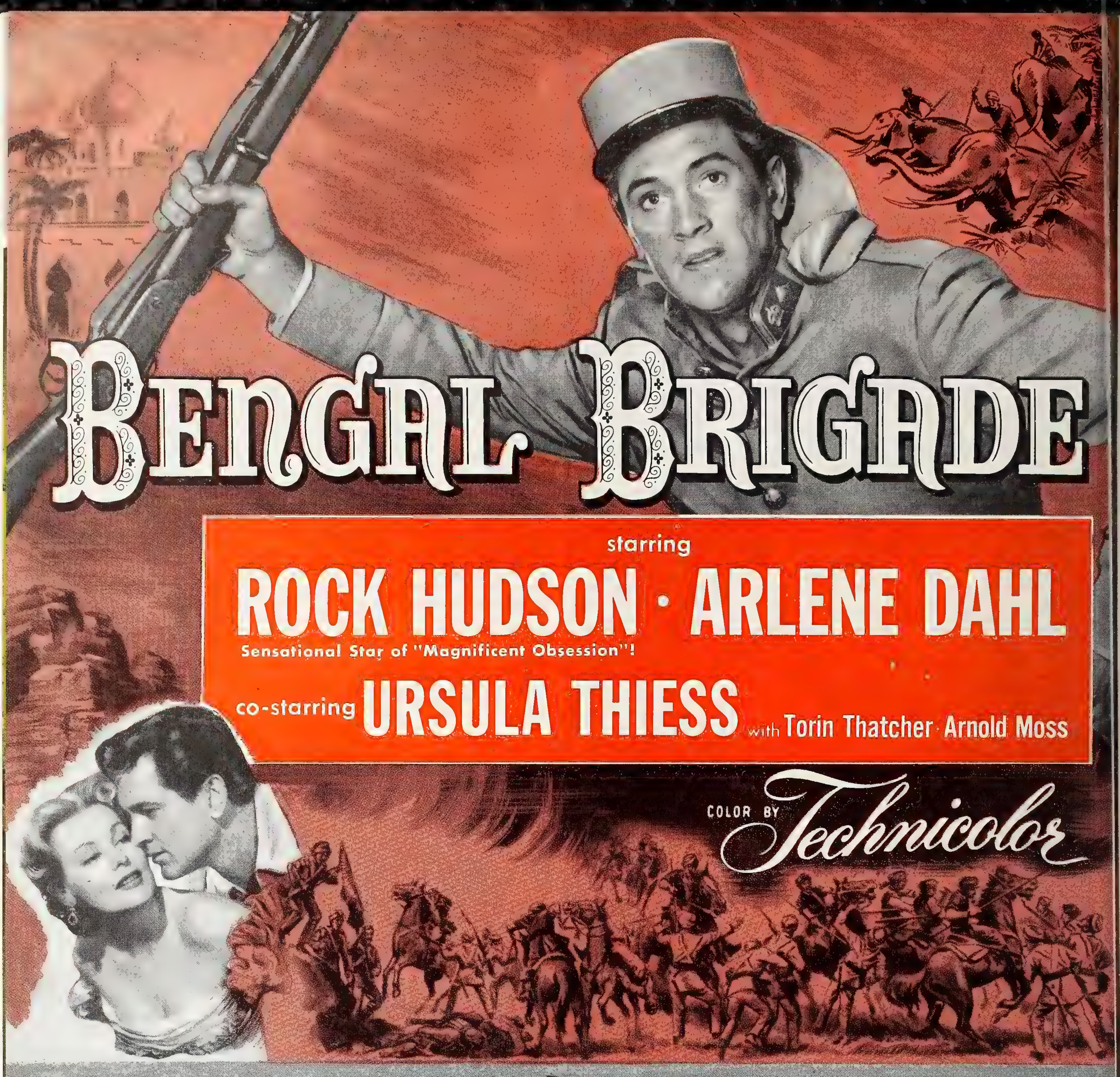
CHILL WILLS

ALFONSO BEDOYA

PEDRO GONZALES GONZALES

RUDY VALLEE

Universal International



BENGAL BRIGADE

starring

ROCK HUDSON · ARLENE DAHL

Sensational Star of "Magnificent Obsession"!

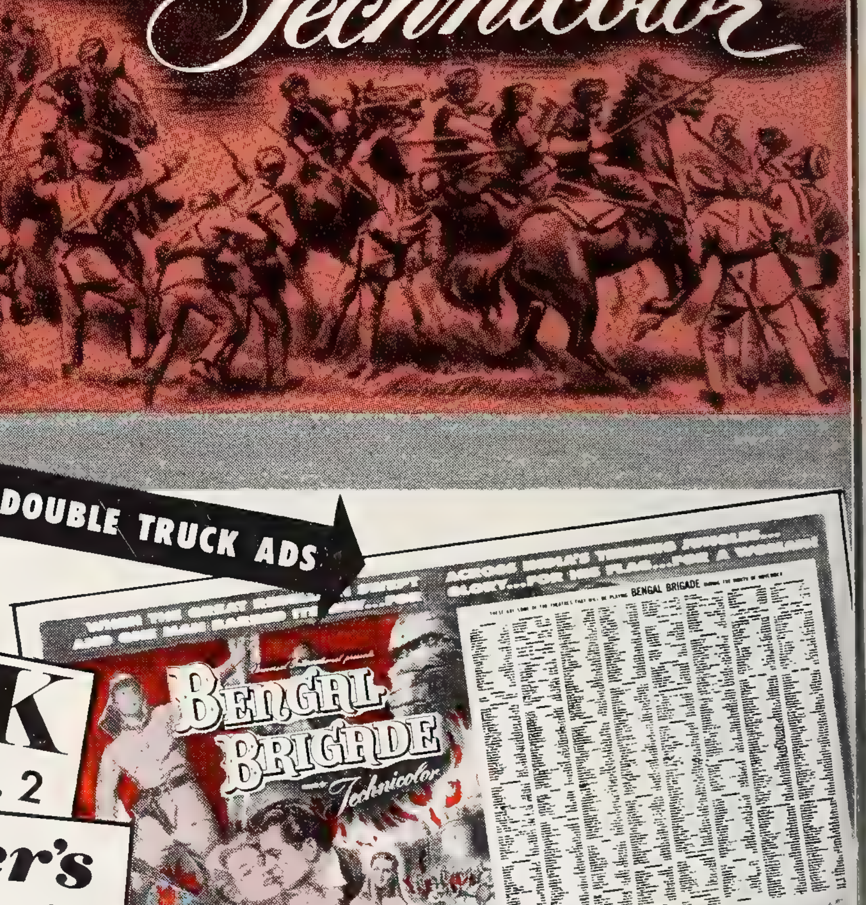
co-starring **URSULA THIESS** with Torin Thatcher · Arnold Moss

COLOR BY *Technicolor*

2 COLOR DOUBLE TRUCK ADS

LOOK
Issue of Nov. 2

Collier's
Issue of Nov. 12



Bengal Brigade
Technicolor
starring ROCK HUDSON · ARLENE DAHL
co-starring URSULA THIESS with Torin Thatcher Arnold Moss Daniel O'Herlihy

ALL KEY CITY PLAYDATES DURING THE MONTH OF NOVEMBER FOR "BENGAL BRIGADE"

will be listed in

2 GREAT NATIONAL MAGAZINES

...a readership of **30,000,000!**

Universal International

Ampex Net Is Down For the Fiscal Year Despite Upped Sales

REDWOOD CITY, Calif., Aug. 16.—Ampex Corp. sales rose 53 per cent to a total of $5,418,000 during the fiscal year which ended April 30, according to the firm's annual report.

Commercial sales accounted for 68 per cent of the total and sales to the government accounted for 32 per cent. In the previous year, commercial sales had accounted for 42 per cent and government sales for 58 per cent.

Working Capital Doubled

During the same period, Ampex net working capital doubled; the number of employees increased 63 per cent to 615, and net fixed assets increased 73 per cent, the company said.

Because of the company's policy of charging developments to current expense, rather than amortizing them over a long period, net profit before taxes dropped to $70,000, from the previous year's $302,000. Net earnings after taxes amounted to $26,000, compared to $89,000. The research and development program, considered necessary as a firm foundation for future growth, despite increasing competition, cost $369,000 in contrast to only $119,000 spent developing new products for the previous year, A. M. Poniatoff, Ampex president, said.

Active in CinemaScope Field

During the year Ampex entered the theatre equipment field by introducing theatre sound systems for the CinemaScope process.

More than $150,000 was invested in new manufacturing equipment designed to increase production capacity and efficiency, thus enabling Ampex to meet the constantly increasing competition on even terms, the report said.

'Scope Installations In Albany Reach 100

ALBANY, N. Y., Aug. 16.—CinemaScope installations in the Albany exchange district have reached the 100 mark, according to the 20th Century-Fox branch manager, Nat Rosen. There has been a steady increase during recent weeks in the number of theatres adding CinemaScope with single track optical sound systems. The number of potential theatre sales in the territory is 225.

Twentieth Century-Fox salesmen currently are carrying a test reel to check on new CinemaScope installations. There have been reports of hasty equipping, with improper masking, in certain situations.

Sign Brando for 'Guys'

Marlon Brando has been signed by Samuel Goldwyn to play the romantic gambler role of Sky Masterson in Goldwyn's forthcoming musical "Guys and Dolls." In "Guys and Dolls" Brando will again be working with Joseph L. Mankiewicz who directed him in "Julius Caesar."

HOWARD E. STARK
Brokers and Financial Consultants
TELEVISION STATIONS
RADIO STATIONS
50 E. 58th St., N. Y. EL 5-0405
Specialists to Motion Picture Industry

Television--Radio

with Pinky Herman

JANET BLAIR, in "The Beautiful Wife," will be the first to star in "Armstrong Circle Theatre's" new series of TVehicles when it resumes its schedule Tuesdays at 9:30 P.M. over NBC starting Aug. 31. Show will have a changed format with Talent Associates, the package producer, with stories by top flight scripters, different stars and supporting players each week with Ralph Nelson, production supervisor, and William Corrigan, directing. Armstrong Cork Co. has sponsored the program through BBD&O since June 6, 1950. . . . Vet film producer Sol Lesser has added TV to his chain of activities and in collaboration with Tony Leader will produce a series of telefilms based on the adventures of Robin Hood. . . . Pretty, pert and personable Nita Norman, former voGAList with Lou Brees' Ork, will be featured singer in the forthcoming TVariety show, now being prepared by producer Joe Berg and skedded for its bow over WXEL, Cleveland, September 11.

☆ ☆ ☆

Joe Franklin, whose current ABC-TV series, "Memory Lane" (featuring nostalgia in old time motion pictures and music) and "Stories for You" week days from 2:00-4:00 P.M. is easily one of the brightest shows in daytime TV, is readying still another program which will hit the airwaves in the fall. One of the first to recognize the natural tie-in between motion pictures and television, Joe has molded a very fine program idea into a million dollar production. . . . According to word from our old friend Burton Bishop, KCEN-TV exec, there are now about 86,000 receiving sets way down yonder in the Temple-Waco-Central Texas region. (And when they say that, stranger, AND SMILE, smiles are in order.) . . . Gary Stevens, the dynamic producer of "Twenty Questions" and promotion whiz, has forsaken Times Square and has hied himself westward to greener pastures. He has taken over the radio-TV promotion dep't for Warner Brothers, operating from Hollywood. Meanwhile Les Harris of CBS-TV Films, is ready to sign up Rhondoll Fleming to star in a new TV series authored by Stevens.

Joe Franklin

☆ ☆ ☆

After several seasons as female lark on the Garry Moore television CBShows, beautiful and talented Denise Lor has been signed to warble on wax. Her platter of "If I Give My Heart to You," on the Majar label, is about the best of all the discs of that tune on the air and can well zoom La Lor to recording heights. . . . Movie star Brian Donlevy has starred in a special telefilm, "The Judy Maxwell Story," featuring Judy, a 17-year-old Mansfield, Ohio, youngster who recently won a four-year, $2,000 award of the AMVET National Service Foundation. The film, to be released in October was co-produced by the Amvets and Washington's National Video Productions, Inc. . . . Joan Caulfield, TV-CBStar of "My Favorite Husband," will be honored with a cocktail party tonite by that network at the "Cottage" of the Hampshire House.

Denise Lor

☆ ☆ ☆

After several years as director of the "Original Major Bowes Amateur Hour" and later director of the "Stop the Music" and "Name That Tune," TVariety clicks, Bob Reed, one of the most talented pianists in the country, decided to once more become a performer. He went to Cleveland where he started a deejay and variety program at WTAM and two years ago accepted a lucrative offer by WRChieftans in Washington, D. C. Today Bob not only spins platters, gives the news and brings the local citizenry up to date on Hollywood and Broadway, but he is one deejay who intersperses his platter-chatter with Beethoven, Berlin or Bach, performed on the Wurlitzer and Steinway, by none other than Bob Reed. . . . When "Your Hit Parade," TV series, resumes on the NBChannel Saturday, Sept. 11 (10:30 P.M.) the Warner-Hudnut (Home Permanents) will sponsor 26 weeks over a 50-week period while the American Tobacco Co. (Lucky Strike cigs) will pick up the tabs for 26 weeks over a 52-week season.

Says Industry Need Not Fear TV Effect On Attendance

CHATTANOOGA, Tenn., Aug. 16.—Fears that television would make deep inroads on theatregoing have subsided and the industry is on a "wonderful upsurge," declared Willis J. Davis, of the Wilby-Kincey Service Corp., addressing a business club here.

He described Cinerama as "limited in its possibilities and too expensive to install," 3-D as a "vogue" but still with "dramatic possibilities", and CinemaScope as "highly successful." He credited drive-ins with creating an "entirely new audience" and as having added 4,000,000 additional seats to the film industry.

AT&T Opens New TV E. Pathway

A new television pathway 2,400 miles long, linking stations in the northeastern quarter of the nation, was placed in operation recently, the Long Lines Department of American Telephone and Telegraph Company announced. The network of television facilities provides four video channels, two in each direction, along a radio relay route extending from New York to Chicago via Buffalo and back via St. Louis, Pittsburgh and Washington. The new facilities are designed to make inter-city television transmission more flexible and to make it possible for any station connected to receive programs from any station in the loop or to transmit to the other stations with a minimum of switching.

Mitchell Producing New VV Camera

The new VistaVision camera, designed and manufactured by the Mitchell Camera Corp., is in production and will be delivered in the near future, the company announced. First deliveries of the camera will be made to Paramount Pictures.

Mitchell Camera Corp, manufacturer of 35mm. and 16mm. professional motion picture cameras, has in recent years been responsible for numerous photographic advances in the motion picture and television industry through its line of equipment, ranging from high speed cameras to background projectors.

Educator From India Lauds Films of U.S.

HOLLYWOOD, Aug. 16.—Reports that India's theatregoers prefer Soviet films to American are "wholly without foundation," according to Chapalakanta Bhattacharyya, heading the Department of Journalism, Calcutta University, who was a luncheon guest today of the Association of Motion Picture Producers.

The visitor said claims that Indians get a misconception of American life from cowboy and gangster films is totally erroneous.

FILMACK
ALWAYS GOOD!
ALWAYS ON TIME!
FOR BETTER
SPECIAL
TRAILERS
630 Ninth Ave.
New York, N.Y.
1327 S Wabash
Chicago 5, Ill.

UK 'Scope

(*Continued from page* 1)

finance and world-wide distribution to producers of proven merit, Pattinson said.

First of the British CinemaScope pictures will be "That Lady" which 20th Century-Fox plans to pre-release in the West End of London in November, and make available to CinemaScope-equipped theatres immediately afterward.

"That Lady" stars Olivia de Havilland, Gilbert Roland, Paul Scofield and Dennis Price, and is produced by Sy Bartlett and directed by Terence Young in Eastman color.

'John Silver' to Follow

Following "That Lady," 20th Century-Fox plans to release "Long John Silver", now shooting in the Pacific. This drama stars Robert Newton and is being produced by Joseph Kaufman and directed by Byron Haskin, and co-starring with Robert Newton is Connie Gilchrist. The company plans to release "Long John Silver" during the Christmas holiday period.

Twentieth Century-Fox has also acquired the distribution rights of the CinemaScope production, "The Black Prince", which Allied Artists is producing at Elstree.

Twentieth Century-Fox believes that British studios should quickly establish a continuous flow of top-quality CinemaScope product, so as not to remain in the obsolescent 2-D field, Pattinson said. Therefore, it is its intention to stimulate British production in CinemaScope, and by opening the door to world markets it offers for the first time a large dollar return to British producers from the United States. In other words, British CinemaScope films will not have to play the small capacity "art" houses in the United States, but will have as their market the 10,000 theatres which will be equipped with CinemaScope by the end of the year, he added.

Among producers already preparing British pictures for CinemaScope are Michael Powell and Emeric Pressburger, of "Red Shoes" fame, who are at present in South America writing the background story of the Battle of the River Plate.

All prints of the 20th-Fox British CinemaScope productions will be available with four-track magnetic stereophonic sound, single-track magnetic and single-track optical sound.

Enthusiasm

(*Continued from page* 1)

anxious to continue their record of quality achievement.

Pickman's trip was concerned primarily with plans for the launching of "White Christmas," the first picture to be made in the company's new Vista-Vision process. It will be screened in Hollywood next Monday.

Pickman also discussed with studio officials campaign plans for such other forthcoming Paramount releases as "Bridges of Toko-Ri" and "Country Girl," and the recently released "Living It Up" and "Rear Window," both of which are established already as top box office attractions. Pickman may return to the Coast at the end of the week to wind up arrangements for the campaigns.

'U' Slates 11 for the Next Five Months

(*Continued from page* 1)

Rory Calhoun, Piper Laurie, David Brian and Kathleen Hughes; "Naked Alibi," melodrama starring Sterling Hayden and Gloria Grahame; "Bengal Brigade," Technicolor, starring Rock Hudson, Arlene Dahl and Ursula Thiess; "Four Guns To The Border," outdoor Technicolor film starring Rory Calhoun, Colleen Miller, George Nader, Walter Brennan, Nina Foch and John McIntire; "West of Zanzibar," J. Arthur Rank Organization Technicolor film starring Anthony Steel and Sheila Sim; "Sign of the Pagan," Technicolor CinemaScope story of Attila the Hun which stars Jeff Chandler, Jack Palance, Ludmilla Tcherina and Rita Gam.

'This Is Paris' Scheduled

"Ricochet Romance," comedy starring Marjorie Main, Chill Wills, Alfonso Bedoya, Pedro Gonzales Gonzales and Rudy Valee; "So This Is Paris," Technicolor musical starring Tony Curtis, Gloria DeHaven, Gene Nelson and Corinne Calvet; "Destry," Technicolor western drama starring Audie Murphy, Mari Blanchard, Lyle Bettger, Lori Nelson and Thomas Mitchell, and "The Seekers," J. Arthur Rank Organization film in Eastman Color and starring Jack Hawkins and Glynis Johns.

HOLLYWOOD, Aug. 16. — In the with its announced policy of acquiring important story properties, revealed recently by Edward Muhl, vice-president in charge of production, Universal-International has bought "Dead Man Pass," "Saturday Evening Post" serial by Peter Dawson, which was completed in last week's issue.

Purchase of "Dead Man Pass," which has been assigned to Howard Christie to produce as a high-budget western, brings to 11 the number of novels and dramas now being prepared at U-I for early production or currently before the cameras.

In addition to "Dead Man Pass," U-I's other 8 top story properties now being prepared for production are:

"The Shrike," Joseph Kramm's Pulitzer Prize winning play in which Jose Ferrer, who starred in the Broadway production, and June Allyson will star and which Ferrer will direct.

"Away All Boats," Kenneth Dodson's novel of the battle of the Pacific in World War II. "The Galileans," Frank G. Slaughter's novel of Biblical days which will star Jeff Chandler and for which the studio now is conducting a search for a girl to portray Mary Magdalene. "Tacey Cromwell," Conrad Richter's novel of a frontier woman. "All That Heaven Allows," a novel by Edna and Harry Lee. Ben Lucien Burman's "Mississippi Landing," a novel of Mississippi River people which will be filmed in Technicolor in various locales along the river.

'To Hell and Back' on List

"New Heaven, New Earth," a recent novel by Arthemise Goertz. "To Hell and Back," Audie Murphy's book of his own World War II experiences in which Murphy will star and which goes before the Technicolor CinemaScope cameras next week as one of the studio's biggest 1954 projects.

The two novels now in production are W. R. Burnett's "Captain Lightfoot," which is being filmed in Technicolor and CinemaScope in Ireland with Rock Hudson, Barbara Rush and Jeff Morrow in the starring roles, and Anya Seton's "Foxfire," which has Jane Russell, Jeff Chandler and Dan Duryea as its stars.

St. Paul

(*Continued from page* 1)

the advertising staff would act as a board of review, rejecting advertising layouts in which copy or illustrations seemed to be "over the line" of decency.

"We hope that the theatremen themselves will take care of this problem," Roth said, "but we intend to look at every piece of copy that comes through and reject those which we believe to be unduly suggestive or bordering on obscenity."

Nothing Drastic, He Says

Roth denied that the paper planned any censorship as drastic as that applied recently in Chicago where some papers refused to carry straight type advertisements of "French Line" or the foreign import, "La Ronde."

Roth said that one of the protests which prompted the new policy came from a woman representing herself as a member of the "Women's League of Decency." He added that the paper would not call in representatives of outside pressure groups to pass on advertising. "It will be up to us to decide what is proper and what is not," he said.

Decision Near

(*Continued from page* 1)

the collection of the tax. Gerosa had told the exhibitors and others subject to the major fraction of the tax that "any theatre owner who failed to collect the full tax from patrons would be in danger of ultimately paying the collected tax out of his own pocket should the appellate court reverse the injunction."

The New York City showmen, approximately 425, are anxiously awaiting Gerosa's statement. If the City Controller directs that they are not allowed to join the five theatres in the suit, the exhibitors may institute separate legal actions causing additional delays, paperwork and "headaches" in the collection of the five per cent levy, it was said.

Review

"Security Risk"

(*Allied Artists*) *Hollywood, Aug.* 16

BILLING strength—John Ireland, Dorothy Malone, Keith Larsen—is the prime showmanship value of this production by William F. Broidy concerned with communists, FBI agents and atomic formulae. It's a free-rolling film, replete with killings, escapes, pursuits and captures, plus a spot of feminine allure now and then to spice up the scenery, which is principally Big Bear, a winter-resort community in the mountains a half-day drive from Los Angeles, horizontally, plus upwards to above the snow line. While the story never waxes overwhelmingly convincing, it stays inside the bounds of possibility and it does, of course, dramatize America's zealousness in protecting national secrets.

The story by John Rich was scripted by himself and Jo Pagano, and the direction is by Harold Schuster, with William Beaudine, Jr., as assistant. These are craftsmen who know their business well.

Miss Malone and Dolores Donlon are good and bad sisters, respectively, enjoying the skiing at Big Bear when the picture opens, and Ireland, another guest, turns out to be an FBI agent when, in due course, an atomic formula in possession of a vacationing scientist is filched by communists. The deductions, killings and arrests, which make up the action of the picture, are of consistently level quality, and the outcome is standard.

Running time, 69 minutes. General classification for August release.

WILLIAM R. WEAVER

Tom O'Brien

(*Continued from page* 1)

he will point out to the council that Hollywood labor's stand against American production abroad is "not equitable" and threatens the future welfare of both industries.

Pleaded for 'Understanding'

At Thursday's session of the IATSE convention in Cincinnati last week O'Brien emphasized the necessity for better understanding between members of the industry in the United States and Britain. He said that eight out of every 10 pictures shown in England are American made, and added that this has caused an unemployment condition there that sees more than 8,000 motion picture people out of work. He stated that an agreement might be worked out where more television pictures used in this country would be produced in Great Britain.

O'Brien told the delegates at that time that he would go to Hollywood to discuss the situation and was confident that something could be worked out that would be of equal benefit to both the IATSE and his organization abroad.

COMPO Insurance

(*Continued from page* 1)

the country, it was learned. The degree of interest, according to a COMPO official, augurs well for the plan which also embraces associations and equipment field members of COMPO, in addition to the distribution-production segment of the industry.

In making the announcement last week of one of the largest association insurance plans in the country, Robert W. Coyne, COMPO special counsel, said that all employers with one or more employes can be covered under the plan provided COMPO is able to obtain a minimum coverage of 600 lives.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 76. NO. 34 NEW YORK, U. S. A., WEDNESDAY, AUGUST 18, 1954 TEN CENTS

Date Is Aug. 31

Expect Loew's Divorcement By Deadline

Officers and Directors to Be Announced in Week

The divorcement of Loew's is expected to be effected by the Aug. 31 deadline, according to a top Loew's official.

The Loew's executive, declining to be quoted by name, said here yesterday that barring any last minute hitches the revised divorcement plan should be realized by the end of this month. He went on to say that Loew's probably will announce the slate of officers and directors for each of the projected companies in about another week. Slated to head the film company is Nicholas M. Schenck, the current president of Loew's, while Joseph R. Vogel, the present vice-president and general Loew's theatre

(*Continued on page* 5)

Eastman 24-Week Net Up 25%; Sales Decrease About 3%

ROCHESTER, Aug. 17.—Consolidated net earnings of the Eastman Kodak Co. for the first half of 1954 (24 weeks ending June 13) were $28,134,192, an increase of nearly 25 percent from $22,531,833 in the first half of 1953, it was announced today by Thomas J. Hargrave, chairman, and Albert K. Chapman, president.

The net earnings are equal to $1.60 a share on 17,401,845 common shares outstanding. This compares with $1.28 a common share in the first half of 1953 on 17,365,289 shares then outstanding.

The increase in net earnings was

(*Continued on page* 4)

Upsurge in Business Seen by C. P. Skouras

HOLLYWOOD, Aug. 17.—Charles P. Skouras, president of National Theatres, in addressing a special meeting of circuit managers, forecast an "upsurge in business" this fall and urged managers to take full advantage of the improvement in boxoffice conditions. Skouras based his forecast on the nature of product he said is forthcoming from the major studios.

Trio Arrives from Coast

Arrival of Hughes' Aides Fires New Sale Reports

The arrival here from the Coast of three top representatives of Howard Hughes gave rise to a fresh crop of reports yesterday regarding the possible sale of RKO Pictures or RKO Radio Pictures assets.

Coming in from the Coast were C. J. Tevlin, vice-president in charge of the studio; Thom Slack, Hughes' personal attorney, and Ross Hastings, attorney and an assistant secretary of RKO Radio Pictures.

Among the reports was the conjecture in trade circles that the three are working on an appraisal of RKO Pictures assets. The appraisal, it was said, might be in connection with a sale of assets or of the film library, or for a deal with Floyd Odlum's Atlas Corp., previously discussed by Odlum and Hughes.

Ranking officers of RKO Radio Pictures, asked to comment on the visit of the trio, said they had no knowledge of its purpose.

Slack, asked to comment on the current crop of reports, said he was here on personal business, explaining that he represents clients other than Hughes. He declined comment on de-

(*Continued on page* 4)

2,150 Sign Makelim Deal

Slightly more than 2,150 exhibitors have signed for the so-called Hal Makelim plan, under which Makelim will produce 12 pictures on a pre-production playdate agreement. The original quota was 2,500 contracts for a guaranteed return of $426,600, but Makelim said here yesterday that the contract quota may have to be increased in order to meet the dollar figure.

Makelim, who has been touring the country meeting with exhibitor groups to explain the plan, has approximately seven more introductory meetings on

(*Continued on page* 5)

Switch Anglo-U.S. Talks to Sept. 27

Negotiations for an Anglo-American film agreement will get under way in Washington on Sept. 27 instead of Sept. 22 as previously announced.

Frank Lee, undersecretary of the Board of Trade, will head the delegation from Britain. Fayette Allport will sit in on the negotiations for the Motion Picture Association of America and it is expected that the Society of Independent Motion Picture Producers will be represented by Ellis Arnall, president of that organization, and others.

New SDG TV Series Will Seek Sponsors

HOLLYWOOD, Aug. 17. — The Screen Directors Guild will offer for commercial sponsorship a "giant television series of one or two-hour programs utilizing the talents of members of SDG," George Waggner, chairman of the organization's fund-raising subsidiary, Screen Directors, Inc., disclosed today. The contemplated series will conform, somewhat, in format, to the radio series which the guild broadcast several years ago.

Today's announcement stated that the guild membership will be expected

(*Continued on page* 5)

Allied Rental Parleys Under Way Here

Leaders of Allied States Association comprising a committee to discuss film terms and trade practices with general sales managers held their first session here yesterday, leading off the conferences with A. Montague, vice-president and general sales manager of Columbia Pictures.

The committee expects to confer with the sales head of each company by tomorrow, although some of the parleys may have to extend over until Friday. Because Charles Feldman, sales chief of Universal, is in Tokyo, Universal will be represented by Ray Moon.

Results of the meetings may be revealed in a general statement by Allied on Friday, Ben Marcus, Allied president, said here yesterday. The over-all conclusions will be presented to the Allied board of directors at its meeting next week in White Sulphur Springs, W. Va.

New Policy

Perspecta Now Royalty-Free, Loew Reveals

Says Policy Will Be of Benefit to Industry

By MURRAY HOROWITZ

Perspecta stereophonic sound is now available on a royalty-free basis to motion picture producers in the U. S. and overseas, it was disclosed here yesterday by Arthur M. Loew, president of Loew's International.

Arthur Loew

Loew, in making the announcement at a trade press conference, said that the new policy was arrived at in consultation with Paramount and Warner Brothers, the two companies that joined M-G-M in de-

(*Continued on page* 5)

To Confer on Plan Holding Off NYC's 5% Tax 'Breakage'

New York City Controller Lawrence Gerosa is awaiting the return of Adrian Burke, Corporation Counsel, today or tomorrow from vacation, to discuss with him the legality and feasibility of a plan whereby the city would not seek the collection of the admission tax breakage until determination of the pending appeal which is expected to be heard on Sept. 13.

Burke is to inform Gerosa and City

(*Continued on page* 4)

MGM's Formato in Lynch's Phila. Spot

Louis Formato, for the past 11 years M-G-M branch manager in Philadelphia, has been promoted to district manager of that office effective on Monday and William A. Madden, city circuit sales manager in Boston, has been named to succeed him as branch manager, it was announced by Charles

(*Continued on page* 4)

Personal Mention

MILTON R. RACKMIL, president of Universal Pictures, will leave New York today for the Coast.

•

FRANK QUINN, motion picture editor of the "New York Daily Mirror," and MRS. ELEANOR (SKEGG) QUINN will arrive in Hollywood from New York on Saturday.

•

NED SECKLER, head of film sales for RKO Radio in Brazil, has arrived in Hollywood from Rio de Janeiro.

•

MRS. GEORGE E. LANDERS, wife of the Hartford division manager of E. M. Loew's Theatres, will leave there Sept. 15 for San Francisco.

•

LOU COHEN. of Loew's Poli, Hartford, and TOM CAREY, of Carey Theatrical Enterprises, also of that city, have left there for Los Angeles.

•

JOSEPH BOYLE, of Loew's Poli, Norwich, Conn., has returned there from a vacation.

•

TOM GRACE, of the Eastwood Theatre, East Hartford, Conn., has returned there following a vacation.

•

KENT TAYLOR left New York for London yesterday via B.O.A.C. Monarch.

More Radio, TV Aid For 'The Egyptian'

Several well-known radio and television programs and personalities have been added to those participating in the promotional campaign for "The Egyptian," the Darryl F. Zanuck CinemaScope feature of 20th Century-Fox. The film will open at the Roxy Theatre here Tuesday, with all proceeds going to the March of Dimes.

Among those who will assist Faye Emerson and Skitch Henderson, co-chairmen of the premiere committee, are Herb Sheldon, Barry Gray, Bill Silbert, Jerry Lester, Maggi McNellis, Nancy Craig, Virginia Graham, Mel Allen and the McCanns.

Among the programs which will aid in publicizing the premiere are "Band of the Stars," "Hour of Champions," "Around New York" and "It's News to Me."

Billboards announcing the premiere are now going up in the five boroughs of New York as well as Westchester and New Jersey. Spectacular publicity in this category is planned for the Times Square area.

£5,067 Gross Sets Mark for 'Them'

LONDON, Aug. 17.—In its first week at the Pavilon Theatre here, Warner Brothers' "Them!" has broken the house record for the 25 years that United Artists has operated this 1,200-seat theatre, according to W. B. A total of 29,072 admissions represented a "take" of £5,067 for the week, with the picture set for an indefinite run.

U. S. Reports 355 Theatres in Egypt

WASHINGTON, Aug. 17.—There are 355 motion picture theatres in Egypt exhibiting 35mm. films with a total seating capacity of 343,049, according to the Department of Commerce. Of these theatres, 121 are in Cairo and suburbs and 46 are in Alexandria and suburbs. In 1953, Egypt produced 62 feature films and an estimated 350 features were imported. About 70 per cent of the imported feature films were United States productions with the remaining films being Italian, French, British, Greek, Spanish, and Indian.

About 35% U. S. Films

Outside the cities of Cairo and Alexandria, the greater part of all theatres show only Egyptian films or double bills consisting of one Egyptian film and one foreign film. It is estimated that not over 35 per cent of the screen time in Egypt is devoted to the showing of United States films.

Total receipts of motion picture theatres in 1953 amounted to £2,700,000 Egyptian compared to £2,150,000 in 1952, while admissions to Egyptian theatres in 1953 totalled 75,000,000 compared to 67,000,000 in 1952. In 1953 it is estimated that Cairo accounted for 56 per cent of motion picture receipts; Alexandria, 28 per cent, and the rest of the country 16 per cent.

France Has 5,635 35mm. Theatres

WASHINGTON, Aug. 17.—As of January, 1954, there were 5,635 motion picture theatres in France exhibiting 35mm. films with an estimated seating capacity of 2,689,000, the Department of Commerce reported today. During the year July 1, 1952, to June 30, 1953, about 38 per cent of the films shown in these theatres were United States productions with 49 per cent being French films, and the other 13 per cent coming from other countries.

There has been a gradual decline in the percentage of United States films shown in the French market since the 1949-50 film year when about 45 per cent of the films shown were of United States origin. It will be recalled that screen time for United States as well as other imported films in dubbed version is limited by French law to a maximum of eight weeks per quarter, as French theatres are required to show French films for at least five weeks each quarter.

Rank Overseas Firm To Have 2 Directors

The control of J. Arthur Rank Overseas Film Distributors, Ltd., will be shared by two managing directors in accordance with a realignment just completed by the J. Arthur Rank Organization. Joint directors will be Air Commodore F. M. F. West, V. C., and Harry Norris.

The present service agreement with Air Commodore West has been extended for a further term of years, while Norris, who joined Rank in 1950, will take up his new duties as joint director in the near future.

Hospital Benefit Asked of Drive-ins

ALBANY, Aug. 17.—Drive-ins, numbering 54 in the Albany exchange district, have been urged by Harry Lamont, local chairman for the Will Rogers Memorial Hospital Fund, to run a special midnight show, before Labor Day. In a letter outlining plans for the outdoor effort, Lamont said that the request is "further proof that drive-in theatres are being recognized by the industry as an important part." Conventional theatres have done "a great job" for the hospital, at Saranac Lake; he feels that "drive-in theatres should do their share."

Because the hospital is "available to any theatre employees without cost," Lamont believed "all employees should donate their services for this midnight show."

Lamont's four drive-ins will give a midnight show Sunday, Aug. 29. Donation of "one dollar for the entire carload" is to be suggested: this, through the purchase of two fifty-cent tickets for the full car, "so there will be no question about the tax not being paid."

Amended Census Bill Approved by House

WASHINGTON, Aug. 17.—The House today approved a compromise supplemental money bill which includes an appropriation of $8,430,000 for a census of business, manufacturing and industry, including a compilation of all branches of the motion picture business. The Senate is expected to concur promptly.

The Census Bureau study would be completed by 1957, but the money in this bill would cover only the first year's expenses.

The House had cut this item from the bill, but it was restored by the Senate and the House-Senate conferees agreed to let it remain.

NT Cancels 16 Orders For TV Installations

HOLLYWOOD, Aug. 17. — The National Theatres circuit today announced the cancellation of orders for 16 large-screen television installations in that many cities, attributing cancellation to demands by Theatre Network Television for 50 per cent of grosses on the impending Charles-Marciano fight. The circuit played the first bout at its Fox Wilshire Theatre here. It is understood the 50 per cent demand is larger than the fixed per-seat charge made in the former case.

Equipment was on order from General Precision Equipment Company. Cities are Los Angeles, Detroit, Denver, Philadelphia, San Francisco, Long Beach, Milwaukee, San Diego, Kansas City, Oakland, Seattle, Phoenix, Tucson, Kansas City, Kan., Spokane and Wichita.

Conn. MPTO to Golf

HARTFORD, Aug. 17. — The Motion Picture Theatre Owners of Connecticut on Tuesday will hold its annual golf tournament at the Racetrack Country Club, Orange, Conn.

CARE Will Sponsor 'Contessa' Premiere Here in October

The world premiere of "The Barefoot Contessa" will be under the sponsorship of CARE and proceeds from the Capitol Theatre opening on Broadway will be used in CARE's world-wide program of relief and rehabilitation, it was announced jointly yesterday by Paul Comly French, executive director of CARE, and Arthur B. Krim, president of United Artists.

The premiere of the UA release, scheduled for early October, will be the first theatrical event sponsored by CARE, non-profit, government-approved agency which operates in nearly 40 countries of Europe, Asia, Africa and Latin America.

Will Fill Immediate Needs

Part of the funds collected from ticket sales for "The Barefoot Contessa" premiere will be used for CARE food and clothing textile packages in overseas areas where immediate relief is urgent. The premiere of the Technicolor picture will be a star-studded event in the tradition of the opening of the last United Artists hit at the Capitol Theatre, "Moulin Rouge." An announcement of where and when premiere tickets will go on sale to the general public will be made shortly.

Lopert, Dowling Here On Richard III Deal

Ilya Lopert, president of Lopert Films, accompanied by Robert Dowling, president of City Investing Corp., arrived in New York City from Venice, Italy, yesterday to confer with industry executives regarding the process to be employed in the production of "Richard III," scheduled to start in approximately two weeks on location in Spain. "Richard III," a Laurence Olivier production, in which Lopert and Dowling have a financial interest, will co-star Laurence Olivier, Vivian Leigh, Claire Bloom, Sir Ralph Richardson, Michael Redgrave, John Gielgud and John Mills.

Lopert, who is presently producing "Summertime," adapted from the stage play "Time of the Cuckoo," starring Katharine Hepburn and Rossano Brazzi, currently shooting in Venice, will return to Italy on Friday.

UA Acquires 12 Lantz Cartoons for Abroad

United Artists has acquired the worldwide distribution rights, except in the U. S. and Canada, to 12 Walter Lantz cartoons which are available in color and black and white, the company announced here yesterday. The agreement which runs for a term of years includes both theatrical and non-theatrical rights.

The 12 cartoons are: "Bandmaster," "Kiddie Koncert," "Wet Blanket Policy," "Wild and Woody,'" "Mad Hatter," "Pixie Picnic," "Playful Pelican," "Scrappy's Birthday," "Banquet Busters," "Wacky Bye Baby," "Dog Tax Dodgers," and "Drooler's Delight."

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor: Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller **Center, New York 20, N. Y. Telephone CIrcle 7-3100.** Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative. 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

"While 'SEVEN BRIDES'
Delights the nation,
Get ready for
A new sensation –
Your till will sing
A tingling tune
With Leo's mighty

'BRIGADOON'"

(From Coast to Coast
The burning topic:
"The Stage Hit now
Is CinemaScopic!")

Hoot Mon, *(Show written above with a caret)*

It's Better Than The Broadway Success!

M-G-M presents in

CINEMASCOPE

And COLOR!

"BRIGADOON"

Starring

GENE KELLY · VAN JOHNSON

CYD CHARISSE

With

ELAINE STEWART

BARRY JONES · ALBERT SHARPE

Screen Play, Book and Lyrics by **ALAN JAY LERNER**

Music by **FREDERICK LOEWE**

Color by **ANSCO**

Directed by **VINCENTE MINNELLI**

Produced by **ARTHUR FREED**

Available in Magnetic Stereophonic, Perspecta Stereophonic or Optical 1-Channel

*

NEXT AT RADIO CITY MUSIC HALL (Although it seems that "SEVEN BRIDES" will play forever!)

BOX-OFFICE FORECAST BY TRADE PRESS:

"Topnotch business in all situations."–*M. P. Daily*
"Robust at box-office."–*M. P. Herald*
"Sure of financial success."–*Showmen's Trade Review*
"Theatre-goers will flock to the picture."–*Boxoffice*
"Certain of a welcome at boxoffices."–*M. P. Exhibitor*

News Roundup

Canadian Labor Report

The Canadian government has reported that there were 1,044 workers in theatres and theatrical services who were affected by collective agreements in Canada during 1952 as compared with only 728 in 1951 and 280 in 1946.

■

Grainger Lauds TV

In a tape recording at the opening of the New Fox Theatre in Portland, Ore., James R. Grainger, president of RKO Radio, said that "television was the greatest shot in the arm the movie industry had since its beginning; it woke us up and put us to work." Grainger pointed to the new theatre as a "new upsurge in optimism."

■

Albany Film Row Frolics

In their first get-together in recent years, personnel of Albany's film row held a steak roast at Picard's Grove on Monday, the event drawing everybody from branch managers down. Some offices closed early to stimulate attendance. Co-chairmen were Frank Carroll, M-G-M office manager, and Helen Wisper, M-G-M booker.

■

Models in 'Egyptian' Tieup

As part of the emergency March of Dimes drive, which will highlight the premiere of "The Egyptian" at the Roxy here next Tuesday, celebrities and top models will parade before newsreel cameras at a party at Toots Shor's tomorrow afternoon. The affair is sponsored by Fay Emerson and Skitch Henderson.

■

Extend TV Service

Bell Telephone System facilities extended network television service over the last weekend to four more stations—WABI-TV, Bangor, Me.; WGR-TV, Buffalo; WCHS-TV, Charleston, W. Va., and KTAG-TV, Lake Charles, La. With these interconnections, network television programs now reach 308 stations in 198 cities in the United States.

■

AB-PT Granted FM Station

The Federal Communications Commission has granted American Broadcasting-Paramount Theatres a license for an FM radio station in San Francisco.

WIDE SCREEN

"SHOWPLACE OF THE EAST"
FOR YOUR SCREENINGS
- Three Channel interlock projection
- 17½mm & 35mm tape interlock
- 16mm interlock projection
CUTTING & EDITING ROOMS AVAILABLE
MOVIELAB THEATRE SERVICE, INC.
619 W. 54th St., N. Y. 19, N. Y. • JUdson 6-0367

Eastman 24-Week Net Rises

(*Continued from page* 1)

due primarily to the removal of the excess profits tax, Hargrave and Chapman said. Consolidated sales were $278,132,132, down about three percent from the first half of last year's record high. Earnings before taxes were $59,919,674, down 15 percent from $70,338,544, last year's first-half figure.

The decrease in earnings before taxes, Hargrave and Chapman said, was due to a rise in costs and expenses resulting largely from lower volume in some lines—and increased wages, employee benefits, advertising, and other expense.

The Kodak executives said that the company's current forecasts, based on present conditions, indicate that sales for the year 1954 should approach the 1953 level. The company's net earnings should show a substantial increase because there is no excess profits tax, they said.

Total preferred and common cash dividends provided for in the six periods and paid on April 1 and July 1 were $15,846,273. The balance of earnings remaining after these dividends was $12,287,919, which was added to earnings retained and used in the business.

Expenditures for additions and improvements to plant and equipment were $24,233,139. The total for 1954 is expected to be approximately $52 million.

Depreciation charged to earnings amounted to $13,326,659, including $1,084,543 representing the excess over normal charged off under government-issued certificates of necessity which permit five-year amortization of defense facilities.

Hughes' Aides Here

(*Continued from page* 1)

tailed questions. Slack is not stopping at the same hotel with Tevlin and Hastings.

Tevlin, also reached for comment, denied knowing of any deal involving the assets of RKO Pictures. He added that his short trip to New York is in connection with studio matters, lining up story material and negotiating with a top independent producer whom he declined to name. Tevlin went on to say his trip is not connected with the visit of Slack. The RKO studio head, asked about production plans, reported that the studio has just completed three pictures and has one production each month through November scheduled for filming. "The Conqueror" and "Cattle Queen of Montana" were listed by him as among those completed.

Tevlin, basing his comment on Coast trade reports, said as far as he knew the "Odlum deal" is dead. He said he expects to return to Hollywood at the end of the week.

'Passion' Oct. 2

Benedict Bogeaus' "Passion," starring Cornel Wilde and Yvonne de Carlo, has been set for release on Oct. 2, it was announced yesterday by Charles Boasberg, RKO's general sales manager.

5% Tax

(*Continued from page* 1)

Assistant Corporation Counsel Stanley Buchsbaum as to the intervention of all metropolitan exhibitors in the current suit pending against the legality of the five per cent admission levy. The plaintiffs in the suit at present are Century Theatres, RKO Theatres, Brandt Theatres and Loew's.

Another proposal, which is not favorably viewed by attorneys for the New York City exhibitors due to the large amount of paperwork involved, would permit all theatremen to move for intervention in the action and then enter a stipulation which would adjourn the application pending the determination of the appeal. In the meantime, the city would make no attempt to collect the tax breakage.

In July, Supreme Court Justice Nicholas M. Pette issued a temporary injunction against the New York City admission tax's "major fraction" feature, declaring it illegal.

Mirisch Sells Stock

WASHINGTON, Aug. 17.—Harold J. Mirisch, Allied Artists vice-president, sold 800 shares of common stock belonging to his wife in July, decreasing holdings in the film organization to 28,960 shares, the Securities and Exchange Commission reported.

Note Rise in Film, Equipment Exports

WASHINGTON, Aug. 17.—Preliminary statistics of the Bureau of the Census reveal that first-quarter 1954 exports of motion picture films and equipment amounted to $8,326,675, some 33 per cent higher than the January-March, 1953, exports valued at $6,251,380. Noteworthy in this increase was the much higher exports of motion picture equipment, however, the value of exports of motion picture films also increased.

Total exports of motion picture equipment, including cameras, projection equipment, sound equipment and studio equipment, were valued at $3,479,091 in the first three months of 1954, about 55 per cent higher than first-quarter 1953 exports valued at $2,250,775. Prominent in these increased equipment exports were large foreign shipments of theatre projection and sound equipment. There was also a pronounced increase in exports of 8mm. motion picture cameras and projectors and 16mm. sound projectors.

Exports of exposed feature films, both 35mm. and 16mm., totalled 68,666,099 linear feet valued at $2,586,064 in the first quarter of 1954 at about the same level as January-March, 1953, exports of 69,164,619 linear feet valued at $2,430,002. Exports of unexposed motion picture film (rawstock) were slightly higher in the first three months of 1954 amounting to 81,106,350 linear feet valued at $2,261,520 compared to 77,222,510 linear feet valued at $1,570,603 in the first quarter of 1953. While exports of 35mm. positive rawstock film declined in the first quarter of 1954, this was more than offset by much larger foreign shipments of all other types of unexposed motion picture films.

People

Arthur C. Bromberg, president of Allied Artists Southern Exchanges, and **Clarine Curtis** were married yesterday in Pascagoula, Miss. They will make their home in Bayou La Batre, Ala.

□

Ed Hays, for the last 24 years on the Atlanta film row, has resigned from the Lippert exchange there to become sales manager of the Atkins Personal Service, placement bureau.

□

E. M. (Emo) Orowitz has resigned as an executive of Savar Theatre Corp. of Camden, N. J., and will settle in Hollywood. His future affiilation will be announced later.

□

Tony Landi has been appointed executive producer for Imperial World Films by president **Russell Davis.** Imperial World, which headquarters in Chicago, is reported preparing for the production of a program of pictures. Landi will leave Chicago today for the Coast.

□

Myer Beck, industry publicist, is down with virus pneumonia.

□

Mrs. Helen D'Amico and **Wayne Carignan** are co-chairmen of the 20th Century-Fox Albany branch's annual picnic at Pittsfield, Mass., next Tuesday.

□

Barbara Silver, daughter of Mr. and Mrs. Maurice Silver of Pittsburgh, has announced her engagement to Jacob Hersh Deutschmann of Newton Highlands, Mass. Her father is a member of the board of Stanley Warner Theatres.

□

Kathleen Moore, secretary to A. W. Schwalberg, Para Picture Distrib. Corp., is mourning the death of her mother, Katherine Walsh.

Formato

(*Continued from page* 1)

M. Reagan, Loew's general manager of sales.

Formato, who succeeds to the post held by Robert Lynch, whose retirement has been announced, started his motion picture career in the New York office of Warner Brothers Theatres in 1933. In 1935, he was promoted to buyer and booker in Warner's Philadelphia office and early in 1941 joined M-G-M as a salesman. He was promoted to branch manager on July 26, 1943.

Madden joined the Loew-M-G-M organization at the home office in 1929, serving in various clerical posts in the contract department until he became one of the supervisory personnel. He was assigned to special field duty early in 1939, travelling to most of the branch offices in the course of a six-month tour. Following this he trained as a student booker at Cincinnati, returning to New York to become a sales manager's home office assistant.

National Pre-Selling

"SABRINA," the Paramount star-studded picture featuring Audrey Hepburn, William Holden and Humphrey Bogart gets regal treatment in the September issue of "Women's Home Companion."

Philip Hartung, the "Companion" reviewer, devoted almost an entire page to photographs and a review of this new film. Hartung reports "Sabrina" has an attractive cast, a witty story and that this Paramount comedy brightly shows you how to catch a millionaire."

•

"Life" devoted considerable space in the current issue to "Rear Window," Alfred Hitchcock's production starring James Stewart.

On a two-page spread which leads off the feature story, Stewart is shown in a photograph which takes up the entire upper part of a two-page spread. The lower part is enhanced by a picture of "Miss Torso," a ballet dancer, and a couple who use the fire-escape as a sleeping porch but are unexpectly disturbed by a sudden storm.

•

Twentieth Century-Fox reports that the largest national newspaper advertising and television campaign to pre-sell a motion picture in the history of the company has been planned for Darryl Zanuck's personal CinemaScope production of "The Egyptian."

Ads of 800 and 1200 lines are scheduled in 101 newspapers in 64 key cities across the nation and in Canada. Two or three newspapers will be used in each situation.

Spot announcements of 60 and 20 seconds will advertise "The Egyptian" in 51 key cities in the nation. These will be used two weeks in advance of opening playdates. A commensurate campaign has been mapped by Fox for radio and billboard advertising.

•

"Redbook" has reviewed and recommended: "Seven Brides for Seven Brothers," "Magnificent Obsession" and "About Mrs. Leslie" in the August issue.

•

Reporting on U-I's "Magnificent Obsession," "Look's" review says "Lloyd Douglas' famous inspirational novel makes an eloquent movie of a man's redemption and a woman's will to live. Producer Ross Hunter and director Douglas Kirk have mounted the Douglas story in an intelligent and handsome production."

•

Paramount's "Sabrina" has been selected by Ed. Miller as the picture of the month for "Seventeen's" September issue.

•

"Coronet" reports "Seven Brides for Seven Brothers" is a delightful MGM musical, sparkles with ingenious choreography, clever songs and a bright cast, headed by Jane Powell, and "Coronet" selects it as the picture of the month for August.

•

"Parade's" Aug. 22 issue will have a striking photo of Janet Leigh, star of MGM's "Rogue Cop." It takes up the entire length of a full page.

WALTER HAAS

Perspecta Royalty-Free: Loew

(Continued from page 1)

veloping the Perspecta system and utilizing it in their pictures.

The royalty-free licenses will be granted on application to Perspecta Sound, Inc., headquartered in New York, it was stated. The only conditions for licensing, it was added, are agreement to use the trade-name, Perspecta Stereophonic Sound, and adherence to the technical standards for Perspecta established by the industry's research council on the Coast.

Pact with RCA, Westrex

Previously, it was explained there was a producers' fee of $1,000 per feature and $100 per reel of shorts. Loew acknowledged that no licenses had been granted under the old set-up, but explained that the situation was not due to a lack of interest. Rather, he went on, it was due to the delay of RCA and Westrex to grant patent infringement insurance. This was cleared up last week, he continued, when both RCA and Westrex agreed to indemnify any producer on any possible patent infringement growing out of the use of Perspecta.

Loew, in making the announcement, commented that "Perspecta's new policy is for the benefit of all the industry. We hope it will result in universal adoption of this trouble-free system by the world industry." C. Robert Fine, inventor of the system and President of Perspecta Sound, Inc., who also was present at the interview, voiced his belief in standardization, too.

Loew added that there have been more than 40 Perspecta demonstrations in major cities overseas and more than 20 have been held or are scheduled in the United States and Canada. Between now and the end of the month, demonstrations were said to be planned in the following cities in the U. S.: Los Angeles, Cleveland, New Orleans, St. Louis, Cincinnati, Denver, Chicago and Detroit.

The "basic price" of a Perspecta integrator unit was put at $980. Loew estimated that M-G-M, Paramount and Warner Brothers have spent $200,000 in the development of the system. He blamed the British Board of Trade for blocking the importation of integrator units in England, but added that negotiations are under way in Britain for the manufacture there of integrators. J. Arthur Rank, he said, has expressed interest in the system.

Compares Costs

Besides the Loew's circuit, it was estimated that there are from 100 to 200 theatres in the U. S. equipped for Perspecta sound. Loew forecast that when more theatres equip for Perspecta, that system will be adopted by other studios. Contrasting the cost of magnetic sound to the producer with Perspecta optical sound, Loew said that it costs from two to five cents extra per foot for magnetic prints. An expenditure of from $1,500 to $2,000, he added, is all that is needed to equip a studio for Perspecta.

Review

"The Little Kidnappers"

(Rank-United Artists)

THE presence of two appealing youngsters named Jon Whiteley, aged eight, and Vincent Winter, aged five, lends some momentary glows to this minor British film about the effects of an old Scotch farmer's self-righteousness in a hard-bitten Nova Scotian community. There are also some nicely shaded shots of hills, lakes and streams, but unfortunately the story's slight and familiar ingredients plus a tendency toward repetition, cause the 93-minute picture to be over-long. If the sensitive attempts on the part of the film's makers had been more successful, it could be heartily recommended, but as it stands, the picture may have only limited appeal.

When the two lonely children ask their harsh grandfather, Duncan MacRae, for a dog, he refuses. When his daughter, Adrienne Corri, reveals that she is in love with the local doctor, he is outraged. The tots' solitude ends when they discover a lone babe in the woods and take care of it. Grandfather is finally softened after the older boy is arrested and then forgiven by the baby's parents, former enemies of his.

The boys get a dog; Miss Corri, a husband and grandmother, Jean Andersen, is happy too.

The Nolbanov-Parkyn production was directed by Philip Leacock from a screenplay by Neil Paterson.

Running time, 93 minutes. General classification. For September release.

—R. G.

SDG Video Series

(Continued from page 1)

to assist in the series, rotating directors from program to program, and states, "It is the policy of Screen Directors, Inc., to refrain from entering into any activity in competition with guild members."

28 Films in Work As One Is Started

HOLLYWOOD, Aug. 17.—Finish of shooting on seven pictures, offset only by the start of one, dropped the over-all active-production level to a total of 28 in work at the studios as of the weekend.

Started: "Strange Lady In Town," CinemaScope, WarnerColor (Warner).

Finished: "Target Earth" and "Dynamite Anchorage" (A-A); "Mad at the World" (Filmakers); "New York Confidential," Greene-Rouse (Ind.); "We're No Angels," VistaVision, Technicolor (Para.); "Conqueror," CinemaScope, Technicolor (RKO); "Return of the Creature," 3-D (U-I).

Makelim

(Continued from page 1)

his schedule, in addition to "cleanup" work in cities in which he already has held sessions. Among the spots still to be covered are Albany, Buffalo, Philadelphia and Jacksonville.

Stories, directors and producers have been lined up for the program, Makelim said, but official announcement of the properties and personnel will be withheld pending official signatures. It is expected that production will be centered at the RKO Pathe studios in Culver City, where Makelim now maintains his headquarters, but that decision is not final as yet.

Makelim is in New York to discuss circuit deals with local executives. He will return to Hollywood at the end of the week.

'Cattle Queen' Nov. 18

The world premiere of RKO-Radio's "Cattle Queen of Montana" in Butte has been moved up from Dec. 1 to Nov. 18, it was disclosed yesterday by Charles Boasberg, general sales manager.

Divorcement

(Continued from page 1)

executive, is scheduled to head the theatre company.

In anticipation of the divorcement, offices of the theatre company in the Loew's Building here are being moved to separate floors, apart from the offices of the film company at the same address.

Under the new plan recently approved by the Justice Department, Loew's will set up the new theatre company by Aug. 31, but will not transfer to it the stock of the theatre operating companies. Instead, the individual theatre operating companies must meet the restrictions imposed in the original decree on the new theatre company. Thus, one-half the board of each operating company must be approved by the court, the operating companies can have no officers in common with the picture company and the operating companies must be operated independently of the picture company.

FLY B·O·A·C
The Monarch
ARISTOCRAT OF THE AIR
Direct
New York • London
BRITISH OVERSEAS AIRWAYS CORPORATION
Reservations through your travel agent
or call B.O.A.C. at 342 Madison Ave.,
New York 17, N. Y., tel. MU 7-8900

HAS THE BIGGEST PRODUCTION NEWS FOR THE 1955 SEASON

FACT #1
NOW SHOOTING
THE BAREFOOT CONTESSA
HUMPHREY BOGART
AVA GARDNER

FACT #2
NOW SHOOTING
THE PURPLE PLAIN
Color by Technicolor
Starring Gregory Peck
Directed by Robert Parrish
An Arthur Rank Production
All-time Boxoffice Great
GREGORY PECK

FACT #3
NOW SHOOTING
VERA CRUZ
Color by Technicolor, Widescreen
Starring Gary Cooper
and Burt Lancaster
Directed by Robert Aldrich
A Hecht-Lancaster Production
Harold Hecht, Exec. Producer
Academy Award Winner
GARY COOPER
Academy Award Nominee
BURT LANCASTER

Topping its unprecedented product for '54…

NO. 2 IN A SERIES OF ADS

UA HAS THE BIGGEST PRODUCTION NEWS FOR THE 1955 SEASON

FACT #4

SHOOTING IN SEPTEMBER

NOT AS A STRANGER

Co-starring Olivia DeHavilland · Robert Mitchum
Frank Sinatra · Gloria Grahame
Broderick Crawford · Charles Bickford
Produced and Directed by
Stanley Kramer

1954's #1 Best Seller

NOT AS A STRANGER
MORTON THOMPSON

FACT #5

SHOOTING IN SEPTEMBER

GENTLEMEN MARRY BRUNETTES

CinemaScope · in Color
Starring Jane Russell · Jeanne Crain
Directed by Richard Sale · Assoc. Prod. Robert Waterfield · Produced by Robert Bassler

JANE RUSSELL

FACT #6

SHOOTING IN AUGUST

THE GABRIEL HORN

CinemaScope · in Color
Starring Burt Lancaster with Diana Lynn
Dianne Foster · Directed by Burt Lancaster
A Hecht-Lancaster Production
Produced by Harold Hecht

BURT LANCASTER

QUALITY PICTURES UA

35TH ANNIVERSARY 1919 UA 1954

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 76. NO. 35 NEW YORK, U. S. A., THURSDAY, AUGUST 19, 1954 TEN CENTS

After 30 Years

Rubin Leaving M-G-M Post On Aug.31

Negotiations on Residual Rights to Be Delayed

J. Robert Rubin announced here yesterday that he will resign as vice-president of Loew's at the end of this month, ending a 30-year association which began in the days when Marcus Loew acquired the producing assets of Louis B. Mayer Pictures.

J. Robert Rubin

Rubin's resignation will take effect at the same time as the projected Loew's divorcement on Aug. 31. The veteran Loew's executive, asked if there was any connection between his resignation and the divorcement, replied in the negative.

Rubin, saying he needed a "little rest" after 40 years in the business, added that he plans to have an office in New York. He stated, however, that he plans to form no new associations, stressing his desire to take it

(*Continued on page* 5)

Allied to Wind Up Meets Here Today

(Picture on Page 5)

The three days of meetings between distribution sales heads and the Allied States Association committee, will be concluded late this afternoon, with the results of the conferences withheld until the exhibitor organization's executive board meeting next week in White Sulphur Springs, W. Va.

The Allied group has conferred with A. Montague of Columbia Pictures, Charles Boasberg of RKO Radio Pictures, Al Lichtman of 20th Century-Fox, Charles Reagan of M-G-M and Arthur Krim of United Artists.

The exhibitors will meet this morning with A. W. Schwalberg of Paramount Film Distributing Corp. and with Ray Moon of Universal and Ben Kalmenson of Warner Brothers this afternoon.

Group Insuring Plan Of Compo Is Wanted, Questionnaire Shows

Virtual certainty that the group life insurance plan of the Council of Motion Picture Organizations will be put into effect was expressed here yesterday by Robert W. Coyne, COMPO special counsel.

Coyne made this forecast on the basis of the replies to the COMPO questionnaire sent to various segments of the industry. Approximately 10 per

(*Continued on page* 5)

At Public Hearing

New Mass. Booth Proposals Draw Blasts and Praise

BOSTON, Aug. 18.—Proposed amendments to rules and regulations governing theatre booth requirements in Massachusetts were lauded and condemned here today at a public hearing in the State House. In effect, the amendments would make the use of acetate (safety) film mandatory and if the booth equipment is approved by an inspector, only one operator would be required; otherwise, two projectionists would be required. The amendments also restricted the length of film on a single reel to 5,000 feet.

Richard Wait, Boston attorney and counsel for representatives of 100 theatres who are members of Independent Exhibitors, Inc. of New England, stated that now that the commissioner had ruled out nitrate film in favor of acetate film for the consideration of safety measure, that it is not now necessary to have two men in a booth. "Careful and full proof of this has been brought out in the previous litigation," he said. "We earnestly recommend supporting the commissioner's proposed amendments."

Benjamin Trustman, attorney representing 129 theatre owners of Allied

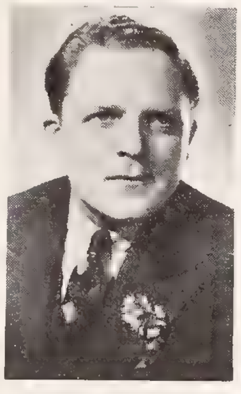
(*Continued on page* **5**)

Effective Oct. 30

BOASBERG RESIGNS FROM RKO POST

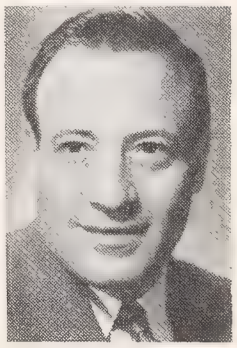
Will Join New Fred Schwartz Organization; Walter Branson World Wide Sales Manager

The resignation of Charles Boasberg as general sales manager of RKO Radio Pictures to become associated with a new company headed by Fred Schwartz, president of Century Theatres here, was announced yesterday officially from the Coast by James R. Grainger, RKO president. Walter Branson, RKO's general foreign sales manager, will become the company's world-wide sales chief, effective on Monday. Boasberg's resignation becomes effective on Oct. 30.



Charles Boasberg

Boasberg will join the Schwartz organization, the American Production & Distribution Corp., on a profit-sharing basis. Reports that Boasberg was resigning to join Schwartz have been circulating here for the last several weeks. Schwartz is expected to announce the format of his new organization to the trade offiofficially this week.



Fred Schwartz

Grainger announced that a domestic

(*Continued on page* 5)

$150,000 to IBC for Bout

The International Boxing Club expects to realize from $125,000 to $150,000 on the upcoming theatre telecast of the Marciano-Charles heavyweight title bout, Ned Irish, vice-president of IBC said here yesterday.

Irish was queried in the wake of National Theatres' cancellation of plans to take the telecast, with NT contending that the terms were too "onerous."

Meanwhile, Theatre Network Television disclosed that 23 theatres already have signed up for the bout, which will be staged at New York's Yankee Stadium on Sept. 15. TNT,

(*Continued on page* 4)

V.C. Epilepsy Unit In Merger Move

The New York Variety Club Foundation to Combat Epilepsy has merged with the Epilepsy Association of New York and hereafter will be known as the United Epilepsy Association. This was announced yesterday by William J. German and Carl Marks, presidents of the former and latter groups, respectively. The purpose of the merger, it was said, is to broaden the services by eliminating duplication.

The officers of the new organization

(*Continued on page* 4)

O'Brien, Film Council In Closed Meeting

HOLLYWOOD, Aug. 18.—Tom O'Brien, M.P., general secretary of the National Association of Theatrical and Kine Employees, outlined to the AFL Film Council in a special session today his plans for a working agreement between American and British film unions by which televi-

(*Continued on page* 4)

Decree vs. Statute Violations Ruled In Anti-Trust Suit

Upholding the distributors' contention that a consent decree can be enforced only by contempt proceedings by the government, New York Federal Judge Lawrence E. Walsh yesterday dismissed a plaintiff's second cause of action in an anti-trust suit for $450,000 damages.

The Ida Amusement Corp., operating the Fleetwood Theatre in the

(*Continued on page* 4)

Personal Mention

STEVE BROIDY, president of Allied Artists, is scheduled to leave here Aug. 30 for Europe.

•

Robert Shapiro, managing director of the Paramount Theatre here, has returned to New York from his vacation.

•

Hiller Innes, assistant to Russell Holman, Paramount Pictures Eastern production manager, left here last night for Hollywood.

•

Harold Wirthwein, Allied Artists Western division sales manager, has returned to Hollywood from Salt Lake City and Denver.

•

Muriel Stoloff, of Paul Smollen Advertising, agency for National Theatre Supply, has returned to New York from Nantucket.

•

John G. Moore, Paramount assistant Eastern division manager, returned to Boston yesterday from Gloversville, N. Y.

•

Jerome J. Cohen, industry insurance executive, accompanied by Mrs. Cohen, has left New York for a trip through Europe.

•

Dr. Charles R. Daily, Paramount Pictures' VistaVision technical expert, has arrived in New York from Hollywood.

•

Herb Coleman, associate producer for Paramount, left New York last night for the Coast.

•

Beatrice Ross, Republic Pictures exploitation manager, will return here Monday from upstate New York.

•

Joseph Conway, owner of the Wayne Playhouse, Philadelphia, is in New York from there.

•

Steve Forrest arrived in New York from the Coast on Tuesday and left here the same day for Paris.

•

Dave Bartell, counsel for the Colosseum of Motion Picture Salesmen, is in New York from Milwaukee.

Canada Rail Strike To Affect Shipments

TORONTO, Aug. 18.—According to a statement issued by C. J. Appel, executive director of the Canadian Motion Picture Distributors Association, and A. H. Jolley, executive secretary of the Motion Picture Theatres Association of Ontario, theatres in 16 regional centers of this province have been selected as emergency depots for the handling of film shipments if 145,000 employes of Canada's railways go on strike. Theatres will be limited to two program changes weekly.

The 14 railway unions involved have voted in favor of strike action but negotiations are continuing following a conference with Prime Minister Louis St. Laurent at Ottawa.

Syndicated TV Spurring Share-Owning by Stars

HOLLYWOOD, Aug. 18. — Increased use of syndicated television as a vehicle for stars to secure stock ownership of a business was predicted by Philip N. Krasne, president of United Television Programs.

Addressing a luncheon meeting of motion picture and television accountants, Krasne declared that the banks now appreciate the soundness of such ventures.

"A pattern now exists where an independent television operation, properly established with a sound property and a star can borrow money based on the distributor's guarantee of ultimate grosses," Krasne said.

One-Year Contract a Factor

He pointed out that the most convincing factor to banks has been the fact that distributors now make firm contracts with stations for 52 weeks.

"This kind of deal," Krasne said, "is tantamount to an account receivable, and most bankers realize it."

He added that such contracts are almost 100 per cent collectable.

"Even if the show is not sponsored for the entire 52-week period," Krasne said, "the bank's position is still sound, because the station has guaranteed payment."

The UPT president cited the Louis Hayward "Lone Wolf" series as a good example of what he had in mind, because Hayward, in addition to being star of the series is also a partner in the venture.

Corporate Setup Planned

Krasne explained that a corporate setup had been worked out to produce "Lone Wolf" with the star and Gross-Krasne each holding substantial shares.

This corporation, based on distribution undertakings by UTP, obtained a commitment from the Chemical Bank & Trust Co. of between $750,000 and $1,000,000 for production, the balance of the cost to be supplied by Hayward and Gross-Krasne.

"Before this company drew on its bank loan for the second 13 pictures of the series," Krasne said, "UTP already had contracts in existence to cover the total bank loan. Thus when the production unit called on the bank for finances for the third 13 pictures, the bank in effect was only factoring already existing firm contracts."

Close to 100 Markets

The "Lone Wolf" series, Krasne concluded, is now sold in close to 100 markets, and is "just reaching the prime of its distribution."

Theatre Construction In Brazil Seen Near

HOLLYWOOD, Aug. 18.—A big surge in theatre construction is expected to start within a year in Brazil, according to Ned Seckler, RKO Radio sales chief for that country, who currently is conferring with J. R. Grainger, president of RKO.

In Rio de Janeiro there are approximately 100 theatres, while Sao Paulo, another major city, has only 125 houses, said Seckler. The shortage of seating capacity is becoming acute, he added.

There has been very little theatre construction in the past few years because admission prices have been frozen since 1946, and the rate of exchange has not been favorable. However, according to Seckler, there is a general belief these conditions will change this year.

One theatre is equipped for CinemaScope in Rio and one in Sao Paulo, and attendance at both theatres has been record-breaking, Seckler says.

Robert Strickland, 56

ATLANTA, Aug. 18.—Robert B. Strickland, 56, motion picture producer and distributor, died at his home here. He had been in ill health for several months. Strickland, along with his brother, owned the Strickland Film Co. which produces and processes trailers for motion pictures throughout the Southeast. Born in Birmingham, Strickland graduated from the University of Alabama. He began his career in the film business with Paramount in Atlanta.

Senate Passes Bill On Compensation

WASHINGTON, Aug. 18. — The Senate has passed the bill extending the unemployment compensation program, under which small theatre operators and other employers of four or more persons for at least 20 weeks a year would be included in the system. Currently an employer must have at least eight employees in order to be subject to unemployment compensation payments.

The Senate, however, approved an amendment by Sen. Johnson (D., Colo.), under which the effective date of the four-employee provision would be Jan. 1, 1956, instead of a year earlier, so the House, which already has passed the measure, either must accept the Senate version or send the bill to conference.

Celebrities to Attend "Egyptian" Premiere

Leading industry figures and well-known celebrities will attend the world premiere on 20th Century-Fox's CinemaScope production, "The Egyptian," on Tuesday at the Roxy Theatre here, the film company announced.

The Darryl F. Zanuck-produced picture proceeds of the premiere go to the March of Dimes.

More Canadian Imports

Imports of films in Canada advanced to $3,465,000 in the first five months of 1954 in contrast to $3,324,000 in the same period last year, the Canadian government reports.

'Sitting Bull' Bows Today In Rapid City

RAPID CITY, S. D., Aug. 18.—"Sitting Bull," United Artists' first CinemaScope release, will have its world premiere tomorrow at the Elks Theatre here, accompanied by a celebration such as this community has rarely seen. The opening of the picture will coincide with the start of the three-day Black Hills Range Day Celebration.

The opening ceremonies, planned by William J. Heineman, UA vice-president in charge of distribution, and a group of Eastern and Midwestern executives, all of whom are here for the event, will be attended by Gov. Sigurd Anderson of South Dakota and the stars of the picture: Dale Robertson, J. Carrol Naish and Mary Murphy. They will head a huge parade through the city, which will include 1,000 Sioux Indians as well as many civic and veteran groups.

Barbecue Scheduled

Just prior to the actual premiere at the Elks, there will be a buffalo barbecue at the Fair Grounds.

Among others who will attend the premiere are: John Sitting Bull, 94-year-old son of the famed Sioux chieftain, together with Sitting Bull's granddaughters, Nancy Sitting Bear and Nancy Spotted Horse; Chief Dewey Beard, 96-year-old Sioux, who, with John Sitting Bull, is the only living survivor of the Battle of Little Big Horn, popularly known as "Custer's Last Stand," and Capt. George Armstrong Custer, III, 30-year-old U. S. Army infantry officer who is a grandnephew of the slain General and who will smoke the pipe of peace with John Sitting Bull during the "Sitting Bull" ceremonies.

Announce Winners In SW Contest

WASHINGTON, Aug. 18. — George A. Crouch, general zone manager of the Stanley Warner Theatres here, has announced the prize winners for the recent six months "Real Job Drive." Prizes were awarded to the managers for outstanding effort in the field of picture selling.

The winner of the "George A. Crouch" award to the manager who, it was judged, did the best over-all job was awarded to Edward Purcell, manager of the Virginia Theatre, Harrisonburg, Va.

The other prizes awarded by the film companies were as follows:

Lou Kusner, manager of the Tivoli Theatre, Frederick, Md., won the Columbia Pictures prize; Purcell, the M-G-M prize; Rodney Collier, manager of the Stanley Theatre, Baltimore, won the Paramount prize; Sidney Hoffman, manager of the Metropolitan Theatre, Washington, the Republic Pictures prize; Frank Shaffer, manager of the Dixie Theatre, Staunton, Va., the 20th Century-Fox prize; and George Payette, manager of the Maryland Theatre, Hagerstown, Md. won the Warner Brothers prize.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

ATTENTION PRODUCERS!

Announcing...

THE ROYALTY-FREE WORLD-WIDE LICENSE

To Use

PERSPECTA STEREOPHONIC SOUND!

A new policy by Perspecta Sound, Inc. in conjunction with M-G-M, Paramount and Warner Brothers: In the interests of standardization, Perspecta Sound, Inc. is prepared to grant to any motion picture producer anywhere in the world a ROYALTY-FREE LICENSE to use PERSPECTA STEREOPHONIC SOUND. Write or Wire for your royalty-free, world-wide license to

PERSPECTA SOUND, Inc.
711 FIFTH AVENUE, NEW YORK 22, N.Y.

News Roundup

Operators Win Trophy

The foursome of the Toronto Moving Picture Operators, Local No. 173, won the low-gross competition and the N. A. Taylor trophy in the third annual motion picture golf championships of the Canadian Picture Pioneers at the St. Andrews course in Toronto. The team consisted of Fred Gross, Frank Cox, Andy Pura and A. Berford. The J. Arthur Rank organization team won second prize.

■

Award to 'Egyptian'

"Parents' Magazine" will present its Medal Award of Special Merit to Darryl Zanuck's CinemaScope production, "The Egyptian."

■

Industry Saluted

The "American Weekly's" third "motion picture annual" will be issued on Sept. 12. With the accent on glamor, the annual is timed to include the forthcoming autumn releases from all companies.

■

Air Force Honored

As they convene today in Omaha for their eighth annual convention and reunion, 2,500 members of the Air Force Association will be presented with special brochures prepared by Paramount Pictures as a souvenir marking the U. S. Air Force's cooperation in the production of "Air Command," recently completed VistaVision picture starring James Stewart and June Allyson.

Canadian Amusement Taxes at Peak Mark

OTTAWA, Aug. 18.—Canadians attended motion pictures in larger numbers last year than ever before despite the advent of TV broadcasting in some areas, according to the latest nationwide survey of provincial collections of amusement and admission taxes now being levied.

Canadian government reports that such amusement taxes accounted for a net general revenue of $22,849,000 in the past fiscal year ended Dec. 31, 1953, for all provinces. This compares with $21,000,000 in 1952 and $20,000,000 in 1951.

Ontario in the Lead

Ontario theatres led the nation in such collections with $10,691,000 and this was followed by $4,690,000 for Quebec, $3,459,000 for British Columbia, $1,400,000 Alberta, $1,215,000 Manitoba, $707,000 Nova Scotia, $400,000 New Brunswick, $132,000 Prince Edward Island, $58,000 Saskatchewan, and $12,000 Yukon.

FILMACK
FOR BETTER SPECIAL TRAILERS
ALWAYS GOOD! ALWAYS ON TIME!
630 Ninth Ave. New York, N.Y.
1327 S Wabash Chicago 5, Ill.

Review

"Khyber Patrol"

(World-United Artists)

THIS average story of British Lancers fighting the troublesome tribes of the Indian-Afghan border in 1890—and how a roughneck soldier disgraces himself but lives to regain his honor, should do moderately well. The cast is headed by Richard Egan, Dawn Addams and Patric Knowles. Some good color and bright Indian costumes occasionally help the proceedings.

Egan, an undisciplined Canadian, is disgraced after leading a section of the lancers into an ambush led by would-be friend, Raymond Burr, chief of the border patrol. The death of Knowles, Egan's rival for the hand of Miss Addams, the general's daughter, adds to his disgrace. He pretends to join the enemy consisting of Burr and a revolutionary prince, who plan to intercept a wagon-load of army machine guns. Egan breaks away, joins his own men and mows down the rebels as they charge through the Khyber Pass. The soldier's honor is restored plus the love of Miss Addams.

Produced by Doc Merman, the film was directed by Seymour Friedman from a story by Richard Schayer and a screenplay by Jack DeWitt. Running time, 71 minutes. General classification. For release in September.

Film Council

(Continued from page 1)

sion-film production in England would be expanded, with beneficial effect on British studio employment, now at a low ebb. The speaker warned of a British boycott of Hollywood films unless an agreement on the labor issue can be reached.

Council members who attended the closed meeting said that O'Brien has misunderstood the council's opposition to producing in London television films designed for telecasting in America to "sell American merchandise to Americans who might be put out of work by this type of foreign production."

This misunderstanding, it was said, was cleared up in a general discussion which followed the O'Brien address.

O'Brien will leave here tomorrow for San Francisco and Canada, enroute to New York and hence to England.

Merger

(Continued from page 1)

are Marks, president; Edward Fabian and Robert Berson, vice-presidents; German, treasurer; Spencer Witty, assistant treasurer, and Robert Horn, secretary.

Among those on the board of directors are George W. Brandt, Russell Downing, Mrs. Seymour D. Hesse, H. Houston Merritt, M.D.; Charles B. Moss, Walter Reade, Jr., and Richard Walsh. Albert G. Gorson, who was executive director of the Variety Club group, will continue in the same capacity.

Decree

(Continued from page 1)

Bronx, had sued the J. J. Theatres, operating the competitive Kent Theatre, and RKO Radio, Warner Brothers, Universal and 20th Century-Fox, charging that the distributors had given preference to the Kent. The distributors have asked the dismissal of the second cause of action, which alleged that the defendants had violated the decree.

In granting the plaintiffs the right to amend the complaint within 10 days, Judge Walsh said:

"It is not a violation of a decree, as such, which is actionable; conduct inconsistent with the decree is prima facie evidence of a violation of the statute (the anti-trust law), but the claim for relief must be for violation of the statute, not of the decree."

IBC Bout

(Continued from page 1)

which is selling the bout to theatres on the basis of a 50-50 split in receipts, at the same time expressed hope of lining up an all-time high of 70 theatres for the event.

Irish, in his statement, commented bitterly on relayed complaints that many circuit executives contend the price of the fight to theatres is high. "We can go to home television, anytime we want to . . . and get $300,000 from them without a gamble."

On the other side of the fence, Sol A. Schwartz, president of RKO Theatres, called the terms "excessive." Schwartz pointed out that theatres have a costly investment in theatre TV equipment and events have been few and far between. RKO Theatres, which have four houses TV-equipped, has not signed up for the bout, he added.

S-W, Loew Holding Out

It is understood that Stanley Warner and Loew's circuits, which have 15 TV-equipped houses between them, also are holding out on coming to terms with TNT, opposing the 50-50 split. According to reports, Loew's is seeking to have the event treated as a vaudeville event, with the booker, in this case TNT, incurring some of the expenses of putting on the show.

Irish, declining to state IBC's terms with TNT, pointed out that 60 per cent of the money collected goes to the principals, the fighters. He indicated that IBC, acting on the complaints of the principals, changed its selling terms in the wake of the high prices charged by theatres for the previous fight last June.

Radio Rights Sold

The radio rights to the projected bout have been sold for $35,000 and United Artists plans to distribute the fight picture under a straight 35 per cent deal. Irish estimated the domestic gross sales of the previous title match film at $250,000. The June 17 bout, which was the most successful event yet presented on the medium, drew an estimated gross of $450,000 for 61 theatres in 45 cities.

Bonino in New Post

NEW ORLEANS, Aug. 18.—Alfred Bonino, former Warner Brothers salesman in New Orleans, has been appointed manager-salesman for the Dixie Film Exchange, distributors of Astor and other independent product.

People

Gerald Brown, who operates the Brockville, Ont., drive-in, will be busy during the hockey season, having signed a contract to coach the Galt team in the Ontario Hockey Association. Last winter he coached the Quebec City Aces to championship honors.

□

Ernest Grecula has resigned as office manager of the Symphony Society of Greater Hartford. He formerly was advertising-publicity director of the Hartford Theatre Circuit and for nine years was manager of the Hartford Circuit's Colonial Theatre.

□

Ginger Rogers and her husband, **Jacques Bergerac,** will launch their new film, "Twist of Fate," with a six-city coast-to-coast personal appearance tour. They will leave New York on Oct. 22.

□

Michael Curtiz has a heavy schedule here today. He arrives from Hollywood at 7:15 A.M., starts immediately with TV and radio interviews, will attend a press buffet luncheon following screening of "The Egyptian," will attend a cocktail party and fashion show at Toots Shor's in the afternoon and will be on hand for another screening of his picture at night.

Claims No Power in 5% Tax Intervention

City Assistant Corporation Counsel Stanley Buchsbaum has notified attorneys Leopold Friedman and Thomas Bress of Loew's that New York City Controller Lawrence Gerosa has no power to allow or make any stipulation permitting local theatremen to intervene in the pending suit inasmuch as the city is making no attempt to collect the tax breakage pending the determination of the appeal.

Bress and Friedman are expected to spearhead a call for an exhibitor meeting within the next few days to discuss and plan future action.

Hearing Expected Sept. 15

Supreme Court Justice Nicholas M. Pette had issued in July a temporary injunction against the New York City admission tax's "major fraction" feature after hearing arguments by lawyers representing he plaintiffs, Century Theatres, RKO Theatres, Loew's and Brandt Theatres. The city appeal, which was filed after the injunction was issued, is expected to be heard around Sept. 15.

Meanwhile, it was learned, that any New York City theatre owner or operator who wishes to become a party to the suit need only apply to the court for permission to do so.

The City Controller's statement was reached after discussions with Corporation Counsel Adrian Burke as to the legality and feasibility of a plan whereby the city would not seek the collection of the tax breakage. The exhibitors had requested Buchsbaum by letter to sound out Lawrence E. Gerosa, the New York City Controller, about such a plan.

Rubin

(Continued from page 1)

easy. It is understood negotiations on Rubin's residual rights on films will be delayed until the vice-president's resignation goes into effect. Rubin's contract provides for a 5.1 per cent share in the profits on the films of M-G-M.

Mayer Arrangement Recalled

It is recalled that Mayer, after resigning as vice-president in charge of production in 1951, received $2,750,000 from Loew's for his residual rights on M-G-M pictures. Mayer's profit-sharing, which was 10 per cent, spanned a 27-year period, while Rubin's residual rights will span a 30-year period.

Loew's, after acquiring the interests of the Goldwyn Company in 1924, purchased the interests of Louis B. Mayer Pictures, including the services of Mayer, Rubin and Irving Thalberg, changing the production unit's name to Metro-Goldwyn-Mayer. Rubin at that time became vice-president in charge of the Eastern offices.

A Native of Syracuse

Rubin, who is 72 years old, was born in Syracuse, N. Y. A graduate of Syracuse University, he initially practiced law with Hornblower, Miller and Potter. Following a stint as deputy police commissioner in New York in 1914, he resumed his law practice in New York and then became associated with Mayer. In addition to holding down the post as vice-president and general counsel of Loew's, Rubin has been associated with many civic and philanthropic organizations, including the National Conference of Christian and Jews and the American and New York Bar Associations.

Group Insurance

(Continued from page 1)

cent of the COMPO membership had replied by noon yesterday, it was announced, indicating the wide interest in the plan, announced only last Wednesday to COMPO's 6,500 dues-paying members.

The exhibitors and others who expressed interest listed employes totaling slightly more than 3,000, it was stated. Only 600 insured persons are required to put the plan into effect, it was added.

'Almost Certain,' Says Coyne

Commented Coyne: "While it is by no means certain that all those expressing interest will sign contracts if and when the plan is formalized, the gratuitous comments of enthusiastic approval from many of those interested make it almost certain that many times the minimum number of insured lives required will be obtained. . . . We will naturally await a further expression of opinion from the balance of our membership before taking any action."

Meanwhile, it was learned that an early fall meeting of COMPO leaders has been tentatively scheduled to take up a number of policy matters. It was considered likely that the policy matters will include plans for a new dues collection campaign, a report of progress on the projected national audience poll, and the position to be taken on the remaining 10 per cent Federal admission tax and local ticket taxes.

Allied's Committee Studies Film Terms

ALLIED States Association's special trade practices committee in a strategy session here in connection with its meetings with distribution's sales managers for the purpose of reaching a settlement of the controversy over film terms. From left to right are Abram F. Myers, general counsel and chairman of the board; Nathan Yamins, board member from Fall River, Mass.; Wilbur Snaper, former national president and head of the New Jersey Allied unit; Ben Marcus, national Allied president, from Milwaukee, and Jack Kirsch, head of the Illinois Allied unit and former national president.

New Mass. Booth Proposal

(Continued from page 1)

Theatres of New England, stated that all his members were in favor of the amendments without any changes. Oze Tessier, New Bedford theatre owner; Arthur Preston, Western Massachusetts Theatres, and Ray Feeley, executive secretary of Independent Exhibitors, Inc., all spoke in favor of the amendments.

The commissioner asked for the statistics of the use of nitrate film. Wait answered that two years ago 90 per cent of the film was acetate film but that today the figures from the director of the technical services of America show that less than one per cent of the film is now nitrate. Leading manufacturers, including Eastman, are no longer making nitrate film, he added.

Those speaking in opposition to the commissioner's proposed changes were Walter R. Donovan, counsel for all locals of District No. 3, IATSE, who made a fiery address asking for the retention of the current regulations with none of the proposed amendments. He stated that two men in a booth are necessary to avoid theatre panic, stampeding and possible death should a fire break out in the booth. He charged that the proposed amendments were wholly inadequate. Others speaking against the proposals were Benjamin Hull, Boston operator; Walter F. Diehl, IATSE representative; Sidney Lebow, Lowell; Jack Kanosky, Lynn; Frank Sullivan, Boston; Raymond Lamphier, Brockton; James R. Laughton, Plymouth, and Leo Normandan, New Bedford.

The commissioner called for a standing count of those who were in favor of the proposed amendments and 46 persons rose. Against the proposals there were 66 persons. At this point, Trustman stated that he had deliberately not asked his 129 members to attend the hearing, assuming that it would not be necessary as he was qualified to represent them all. Wait concurred with this statement and said that he was representing 100 more theatre owners.

Perlman Reels 8,000 Feet

Sam Perlman, with Cinerama Corp., stated that as his reels are over 8,000 feet in length; he would like to have the commissioner make an exception in his case referring to Paragraph 9. The hearing ended when Commissioner Whitney said that he would take the matter under advisement. At present he is enjoined by a court order from enforcing the present two-men-in-a-booth regulation.

'Waterfront' Is Still Strong at the Astor

Columbia's "On the Waterfront" continued its record-breaking pace at the Astor, with the third week, ended Tuesday, topping the business of the previous week, thus registering the three greatest business weeks in the theatre's history, according to figures compiled by the company, which stated that the opening week of the Marlon Brando starrer turned in $66,776, the second $61,000 and the third came in $200 ahead of the second, thus again topping the former one-week record of $59,000 set for the Astor by "Battleground" five years ago.

Boasberg

(Continued from page 1)

and a foreign sales manager, to work under Branson's supervision, will be selected shortly from within the RKO ranks.

"The RKO executives and family reluctantly accept Charles Boasberg's resignation and understand his desire to enter a business in which he will directly participate in the profits of the corporation," Grainger said. "We wish him the best of luck in his new enterprise," the RKO president continued.

With Company 25 Years

Boasberg has been with RKO for the past 25 years as salesman, district and division manager, as well as in his present post to which he was appointed in September, 1952.

Walter Branson, Grainger says, is one of the most competent, well-liked and internationally known film executives in the entire motion picture industry. Before becoming foreign chief, Branson was assistant general sales manager and has been associated with RKO in various executive positions for 24 years.

'Susan' Is Booked Heavily in Atlanta

"Susan Slept Here" has been booked into 307 situations by 10 circuits in the Atlanta exchange area, it was disclosed here by RKO Radio.

The circuits and the number of situations booked are: Martin, 63; Crescent, 59; Rockwood, 20; Wilby, 13; Lucas and Jenkins, 14; Paramount-Gulf, 17; Theatre Service, 65; Florida States, 34; Para-Miami, 12, and Lam Amusement, 10.

MOTION PICTURE DAILY'S BOOKING CHART

ALLIED ARTISTS

SECURITY RISK
John Ireland
Dorothy Malone
D—69 min. (5417)
(Release 8/8/54)

KILLER LEOPARD
Bomba
D—(5412)
(Release 8/22/54)

JUNGLE GENTS
Bowery Boys
C—63 min. (5420)
(Release 9/5/54)

TWO GUNS AND A BADGE
Wayne Morris
W—69 min. (5427)
(Release 9/12/54)

COLUMBIA

(July Releases)

INDISCRETION OF AN AMERICAN WIFE
Jennifer Jones
Montgomery Cliff
D—63 min.
(Rev. 4/21/54)
Os

HELL BELOW ZERO
(Color)
Alan Ladd
Joan Tetzel
D—91 min.
(Rev. 5/20/54)
Os

THE OUTLAW STALLION
(Color)
Phil Carey
Dorothy Patrick
W—64 min.
(Rev. 6/22/54)
Os

(August Releases)

(Reprint)
CORONER CREEK
Randolph Scott
Marguerite Chapman
W—90 min.
(Rev. 6/4/48)

PUSHOVER
Fred MacMurray
Kim Novak
Phil Carey
D—87 min.
Os
(Rev. 7/23/54)

THE LAW vs. BILLY THE KID
(Color)
Scott Brady
W—73 min.
(Rev. 7/23/54)
Os

(Reprint)
GUNFIGHTERS
Randolph Scott
Barbara Britton
W—73 min.
(Rev. 6/13/47)

LIPPERT

SILENT RAIDERS
Richard Bartlett
Earle Lyon
Jeanette Bordeaux
D—(5400)
(Release 8/6/54)

TERROR SHIP
William Lundigan
D—(5330)
(Release 8/13/54)

THE UNHOLY FOUR
Paulette Goddard
D—(5401)
(Release 8/20/54)

LIFE WITH THE LYONS
Bebe Daniels
Ben Lyon
D—
(Release 8/27/54)

DEADLY GAME
Lloyd Bridges
Simone Silva
D— (5402)
(Release 9/10/54)

THE SIEGE
Special Cast
D— (5323)
(Release 9/17/54)

M-G-M

SEVEN BRIDES FOR SEVEN BROTHERS
(Color)
Howard Keel
Jane Powell
MC-103 min.
(Rev. 6/1/54)
(Release 8/6/54)
CS-Ms, Ps or Os

HER TWELVE MEN
(Color)
Greer Garson
Robert Ryan
D-91 min.
(Rev. 6/30/54)
(Release 8/20/54)
Ps or Os

BETRAYED
(Color)
Clark Gable
Lana Turner
Victor Mature
D—108 min.
(Rev. 7/19/54)
(Release 9/3/54)
Ps or Os

BRIGADOON
(Color)
Gene Kelly
Cyd Charisse
Van Johnson
Elaine Stewart
M—108 min.
(Release 9/24/54)
CS—Ms, Ps, or Os

PARA.

(July Releases)

(Re-Release)
THE GREATEST SHOW ON EARTH
(Color)
Betty Hutton
Charlton Heston
D—153 min.
(Rev. 1/2/52)

KNOCK ON WOOD
(Color)
Danny Kaye
Mai Zetterling
C—103 min.
(Rev. 3/31/54)

(August Releases)

LIVING IT UP
(Color)
Dean Martin
Jerry Lewis
Janet Leigh
Edward Arnold
C-95 min.
(Rev. 4/29/54)

ABOUT MRS. LESLIE
Shirley Booth
Robert Ryan
Marjie Millar
Alex Nicol
D—104 min.
(Rev. 4/30/54)

REPUBLIC

LAUGHING ANNE
(Color)
Wendell Corey
Margaret Lockwood
Forrest Tucker
D—90 min.
(Rev. 4/26/54)
(Release 7/1/54)

MAKE HASTE TO LIVE
Dorothy McGuire
Stephen McNally
Mary Murphy
D—90 min.
(Rev. 4/1/54)
(Release 8/1/54)

RKO

(Re-Release)
EVERY GIRL SHOULD BE MARRIED
Betsy Drake
Cary Grant
Franchot Tone
C-85 min.
(Rev. 11/10/48)
(Release 8/7/54)

(Re-Release)
THE WINDOW
Bobby Driscoll
Barbara Hale
Arthur Kennedy
C—73 min.
(Rev. 5/10/49)
(Release 8/7/54)

(Re-Release)
SHE WORE A YELLOW RIBBON
John Wayne
John Agar
Joanne Dru
OD—103 min.
(Rev. 7/27/49)
(Release 9/4/54)

Robert C. Ruark's
AFRICA ADVENTURE
Documentary
(Release 9/18/54)

PASSION
(Color)
Cornel Wilde
Yvonne De Carlo
D—
(Release 9/25/54)
SA—Os

20TH-FOX

(August Releases)

BROKEN LANCE
(Color)
Spencer Tracy
Robert Wagner
Richard Widmark
Jean Peters
D—96 min.
(Rev. 7/23/54)
CS-Ss, Ms or Os

THE RAID
(Color)
Van Heflin
Anne Bancroft
Richard Boone
W—83 min.
(Rev. 7/21/54)

(The following to be released in CS-Ss, Ms, Os)

KING OF THE KHYBER RIFLES

GARDEN OF EVIL

BENEATH THE 12-MILE REEF

DEMETRIUS AND THE GLADIATORS

(Sept. Release)

Darryl F. Zanuck's
THE EGYPTIAN
(Color)
Gene Tierney
Edmund Purdom
Victor Mature
Bella Darvi
D—
CS—Ss, Ms, or Os

UNITED ARTISTS

(July Releases)

RETURN TO TREASURE ISLAND
(Color)
Tab Hunter
Dawn Addams
D—75 min.
(Rev. 6/22/54)

APACHE
(Color)
Burt Lancaster
Jean Peters
W—91 min.
(Rev. 6/30/54)

THE LAWLESS RIDER
Johnny Carpenter
Frankie Darro
Douglas Dumbrille
W—

ADVENTURES OF ROBINSON CRUSOE
(Color)
Dan O'Herlihy
James Fernandez
D—90 min.
(Rev. 6/16/54)

(August Releases)

CROSSED SWORDS
(Color)
Errol Flynn
Gina Lollobrigida
D—86 min.
(Rev. 7/28/54)

DOWN THREE DARK STREETS
Broderick Crawford
Ruth Roman
Martha Hyer
D—

MALTA STORY
Alec Guinness
Jack Hawkins
D—98 min.
(Rev. 7/15/54)

VICTORY AT SEA
Documentary
97 min.
(Rev. 5/17/54)

THE DIAMOND WIZARD
Dennis O'Keefe
Margaret Sheridan
Philip Friend
D—83 min.
(Rev. 7/19/54)

UNIV.-INT'L

(August Releases)

FRANCIS JOINS THE WACS
Donald O'Connor
Julia Adams
Mamie Van Doren
Lynn Bari
C—94½ min.
(Rev. 7/1/54)

MAGNIFICENT OBSESSION
(Color)
Jane Wyman
Rock Hudson
Barbara Rush
Agnes Moorehead
Otto Kruger
D—108 min.
(Rev. 5/11/54)

(Sept. Releases)

BLACK SHIELD OF FALWORTH
(Color)
Tony Curtis
Janet Leigh
David Farrar
D—100 min.
(Rev. 8/3/54)
CS—2D Ss, Ps

DAWN AT SOCORRO
(Color)
Piper Laurie
Rory Calhoun
David Brian
W—80½ min.
(Rev. 7/16/54)

WARNERS

KING RICHARD AND THE CRUSADERS
(Color)
Rex Harrison
Virginia Mayo
George Sanders
Laurence Harvey
D—114 min.
(Rev. 7/7/54)
(Release 8/7/54)
CS-Ss or Os

DUEL IN THE JUNGLE
(Color)
Dana Andrews
Jeanne Crain
D—
(Release 8/23/54)

DRAGNET
(Color)
Jack Webb
Ben Alexander
Ann Robinson
D—
(Release 9/4/54)

THE BOUNTY HUNTER
(Color)
Randolph Scott
Dolores Dorn
W—
(Release 9/25/54)

Keys: SYSTEM: ***CS—CinemaScope; VV—VistaVision; SA—SuperScope (anamorphic print); 3D—two prints; 3D(1)—single strip.***

SOUND: Ss—Four track magnetic stereophonic sound; Ss(2)—Separate stereophonic sound print; Ps—Perspecta optical directional sound; Ms—single track magnetic sound; Os—standard optical sound.

Letters denote the following: (D) Drama; (M) Musical; (C) Comedy; (O) Outdoor action; Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 76. NO. 36 NEW YORK, U.S.A., FRIDAY, AUGUST 20, 1954 TEN CENTS

TERRY RAMSAYE

IN THE death of Terry Ramsaye in the quiet countryside of Connecticut to which he was so devoted there is ended the career of a brilliant mind and an unique personality. He will be well-remembered by all those with whom he had contact in the course of a varied and adventuresome career — and this is the best memorial.

As an individualist in thought and action who fitted into no conventional pattern, his work as a writer and editor bore an unmistakable imprint.

★

As a historian and commentator on the motion picture, its affairs and its personalities, he made a significant and lasting contribution. His history of the industry is the classic work of reference. His topical analyses and discussions have become permanently an important part of the literature of the motion picture. His lasting monument shall be the penetrating understanding and the facile expression which he has enshrined in many thousands of printed words.

Terry Ramsaye had already attained a legendary reputation as a reporter in Chicago when he first was encountered by the writer of these lines. From the vantage point of that early meeting there was observed at close range the Ramsaye career through the various chapters of advertising, publicity, historical research and writing and finally in 1931 the assumption of the post of editor of Motion Picture Herald.

At every step in the career there was clearly in evidence an indelible stamp of a rare talent, a painstaking effort for perfection and enduring enthusiasm for the potentialities of the motion picture form of expression.

★

It is difficult to reconcile

(*Continued on page* 6)

Allied's Board to Consider CEA's Bid

The bid for a world-wide union of exhibitor organizations, made by the Cinematograph Exhibitors Association of England, will be taken up at Allied States Association's board meeting at White Sulphur Springs, W. Va., next week.

This was disclosed here yesterday by Ben Marcus, Allied president, as the Allied committee concluded its conferences here with distribution sales heads. Marcus, queried on the results of the conferences, said they were "generally satisfactory."

The Allied president declined to elaborate, explaining that the full story of the conference will be made public following the two-day White Sulphur Springs board meeting, which kicks off on Monday. First, he stressed, the board must consider the report on the conferences before the contents of those discussions are made public.

In addition to the report on the conferences, Marcus said the board will discuss the British bid for cooperation among different national exhibitor organizations. The Allied president, in response to a question regarding his feelings on the proposal, reiterated his position, maintaining that many advantages might emerge from unified action on such problems as exhibitor policy regarding technical developments.

Report Big Advance TOA Registration

The large number of advance registrations for the 1954 TOA Convention and TESMA-TEDA-TOA-IPA trade show, Oct. 13-Nov. 4, at the Conrad Hilton Hotel in Chicago, indicates the greatest attendance ever, according to a TOA headquarters report.

It was pointed out that reservation forms were mailed to the membership only two weeks ago and are pouring back into the New York of-

(*Continued on page* 6)

SIMPP to Join in U.S.-Anglo Talks

The Society of Independent Motion Picture Producers has accepted a British invitation to participate in the projected talks in Washington on a new Anglo-American film agreement, it was disclosed here yesterday by Ellis Arnall, SIMPP president.

Arnall said that he and James Mulvey, chairman of SIMPP's eastern distribution committee, will represent the organization at the Washington negotiations which get underway

(*Continued on page* 6)

Terry Ramsaye Dead, Was Trade Editor, Historian

Terry Ramsaye, consulting editor to Quigley Publications and formerly editor of Motion Picture Herald, died early yesterday in Norwalk General Hospital, Norwalk, Conn. He had been under treatment for a cardiac ailment.

Terry Ramsaye

Funeral services will be held tomorrow at 2:00 P.M. at the Hoyt Franklin Funeral Home in New Canaan, Conn.

Ramsaye is survived by his wife, Helene, and by his mother, who is 93 years old and resides in Tonganoxie, Kansas.

Terry Ramsaye brought to his editorship of Motion Picture Herald in 1931 an extensive background in motion pictures and in journalism. For a decade from 1905 to 1915 he enjoyed wide acclaim as a newspaper reporter. Subsequently he distinguished himself as a newsreel and documentary feature editor and also as an author dealing with motion pictures including the standard two-volume history of the industry, "A Million and One Nights."

Terry Ramsaye was born in the

(*Continued on page* 6)

Para. Reports Quarterly and 6-Month Gains

2nd Period, $2,558,000; Half-Year, $3,962,000

Paramount Pictures Corp. estimates the earnings of the corporation and its consolidated domestic and Canadian subsidiaries for the second quarter ended July 3 at $2,558,000 after provision for United States and Canadian income taxes, Barney Balaban, president, reported yesterday. These earnings include net profit on sale and adjustment of investments in subsidiary and affiliated companies of approximately $832,000,

Barney Balaban

(*Continued on page* 6)

Agreement Reached With Council: O'Brien

HOLLYWOOD, Aug. 19.—On the eve of his departure today for San Francisco and Canada, Tom O'Brien, M.P., general secretary of the National Association of Theatrical and Kine Employees told MOTION PICTURE DAILY that he and AFL Film Council

(*Continued on page* 4)

Loew Houses Here To Join Tax Suit

On behalf of the Marcus Loew Booking Service, which services metropolitan New York Loew's theatres, attorney Thomas Bress will prepare papers today asking the court to allow all theatres of the circuit here to intervene in the current admission tax suit.

The papers are expected to be filed on Monday or Tuesday. The five theatres, currently plaintiffs against the city, are RKO's Flushing Theatre in Flushing, Loew's Willard Theatre in Jamaica, Century Circuit's Community and Queens Theatres in Queens Village, and Brandt's Strand Theatre in Astoria.

Personal Mention

ALFRED STARR, Tennessee exhibitor and former president of the Theatre Owners of America, will arrive in New York today from London via B.O.A.C.

•

HARRY FEINSTEIN, Northeastern zone manager for Stanley Warner Theatres, and MRS. FEINSTEIN have returned to New Haven from Pittsburgh.

•

MRS. HENRY LAZARUS, owner of the Lazarus Theatre in New Orleans, has returned there from a tour of England and the Continent.

•

F. J. A. MCCARTHY, Universal Pictures Southern and Canadian sales manager, will leave here Monday for New Orleans.

•

ANDY HERVEY, of the Paramount studio publicity department, is in New York from Hollywood.

•

HARRY GOLDSTEIN, Allied Artists Eastern exploitation manager, has returned to New York from Hartford.

•

JOHNNIE RAY will come to New York early next week from Hollywood.

•

HARRY BROWNING, vice-president of New England Theatres, has returned to Boston from Hartford.

•

ILYA LOPERT, president of Lopert Films, will leave New York today for Venice, Italy.

Sidney Jacobs, SW Executive, Dead

Sidney Jacobs, 60, veteran district manager for Stanley Warner Theatres in the Pittsburgh zone, died at his home in Pittsburgh, after an extended illness. Services will be held today, with interment in Pittsburgh.

Jacobs began his theatre career in Philadelphia where he was a manager and later a district manager for the Stanley Co. of America, and for a short while operated independent theatres in New Jersey. He later was a manager in Pittsburgh and was West Virginia district manager for Warner Brothers Theatres from 1936 until promoted to district manager of the circuit's Pittsburgh neighborhood and metropolitan first-run theatres in 1952.

Surviving are his widow, Helen; a daughter, Mrs. Jay Reich, of Pittsburgh; two sons, Leonard and Robert; his parents, Mr. and Mrs. O. Jacobs, of Middletown, Pa., and five brothers, Herman, Harry, Joseph, Louis and Michael. There are seven grandchildren.

'Sabrina' to Criterion

Paramount's "Sabrina," starring Humphrey Bogart, Audrey Hepburn and William Holden will be the next attraction at the Criterion Theatre here.

SUMMER -- THE SEASON OF ERRORS

BOASBERG

SCHWARTZ

BRANSON

Strange things can happen, as was demonstrated in yesterday's MOTION PICTURE DAILY, when printers and compositors get that far-away look in their eyes that means they are envisioning themselves at one end of a fishing line and a 16-pound striper at the other on some sun-drenched stretch of beach with just a whisper of a cooling breeze moving in off the ocean, carrying the sea smell and the salt spray with it.

That's when MOTION PICTURE DAILY comes off the press with the wrong cuts on Page One and the wrong captions beneath the cuts.

Our sincerest apologies are extended for the error to those concerned—Charles Boasberg, who is leaving RKO Radio to become associated with the new American Production & Distribution Corp.; to Walter Branson, who is to become worldwide sales head of RKO Radio, absorbing the general sales manager's duties formerly handled by Boasberg, and to Fred Schwartz, founder and head of the new American P. & D. Corp.

At least, it was no miserly little single error. There were three opportunities to be wrong and the compositor with summer-vacation stars in his eyes achieved all three of them for a perfect score.

We endeavor herewith to make amends by publishing the correctly identified (we hope) cuts of the three.

(Note to compositor: Please. This time, get it right.)

Chicago Pulls Birth Scene in 'Prairie'

CHICAGO, Aug. 19.—Unless there is a last-minute change, Walt Disney's "The Vanishing Prairie" will open here tomorrow with a cut of 27 feet of film in the sequence which shows the birth of a buffalo calf.

Disney, angered by the action of the Chicago Police Censor Board, has authorized his representative in Chicago to say, "We are prepared to seek a ruling on such censorship in the Supreme Court."

Disney also released a statement in which he said the action of the Chicago Police Censor Board "is very surprising."

"We have done all we could to avoid making the scene sensational in the film. Our reputation, achieved by the efforts of nearly 30 years work does not rest on the cornerstone of notoriety."

Disney added that he did not intend to enter a controversy with the Chicago Police Censor Board, but through his statement he wanted to "clarify my position in this matter."

Earlier this week a Disney representative said "we're fighting to have the clipped scene restored."

Aid 'March of Dimes'

KANSAS CITY, Aug. 19.—Some theatres in the metropolitan area have been running screen promotion of the March of Dimes emergency campaign while others are planning participation in the drive in accordance with the campaign setup of their communities. Special plans are being made by drive-ins for audience collections.

See Full Protection In Copyright Action

WASHINGTON, Aug. 19.—American film producers, broadcasters, telecasters, authors and others will receive full protection under the recently ratified International Copyright Convention.

Continuation of fair and equal treatment for American works of art was assured with Senate clearance for the White House of legislation implementing the convention by removing certain restrictions against their foreign counterparts now contained in our copyright laws.

Italian Films Gain in Rome; U.S. Still Top

ROME, Aug. 19.—Films produced in Italy continue to show sharp gains in the Italian market, particularly in Rome itself. During the first half of 1953, 28.44 per cent of all films shown in Rome were of Italian make but during the same period this year 35.04 per cent were produced in Italy.

Of the total of 214 motion pictures exhibited in Rome between January and June this year, 75 were Italian made. The remainder were divided among 11 other nations. The United States is still the front runner.

Fire Hits Rome Studio

ROME, Aug. 19.—A fire swept Cinecitta, Rome's studio center, here today, razing Warner Brothers' set of the city of Troy, which was being used for the production of "Helen of Troy."

Outlying Chicago House Re-Zoned for First Run Bidding

CHICAGO, Aug. 19.—Warner Brothers and Columbia Pictures have re-zoned the northside Vogue Theatre to permit the independent house to bid on outlying first-run Warner and Columbia films against the Century theatre, a Balaban & Katz house.

The action grew out of a restraint of trade suit filed by the Vogue last month after the theatre's management petitioned the two film companies to recognize its position as a "potential first-run house."

Johnny Ray Heads Mechanic Salute

BALTIMORE, Aug. 19.—Singing star Johnnie Ray will head a contingent of show business personalities who will join with local social, civic and business dignitaries in paying tribute next week to Morris Mechanic, owner of the New Theatre here, on the occasion of his 25th anniversary as an exhibitor.

The salute to Mechanic, one of this city's leading theatre owners, will take place Wednesday in conjunction with the Hollywood-styled opening of Darryl F. Zanuck's personal CinemaScope production of "The Egyptian" at the New Theatre.

Following the showing of "The Egyptian," Mechanic will hold a special reception at his home for the stars and a group of prominent Baltimore citizens.

Industry Census Is Assured by Senate

WASHINGTON, Aug. 19.—The undertaking next year of a study by the Census Bureau of all branches of the motion picture industry—production, distribution and exhibition—has been assured with final clearance by the Senate of the supplemental appropriations bill.

The measure provides $8,400,000 for the bureau to conduct a census of business, manufacture and industry.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"SEVEN BRIDES FOR SEVEN BROTHERS"
in CINEMASCOPE starring
JANE POWELL - HOWARD KEEL
Color by ANSCO - An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

STARTS TOMORROW
WARNER BROS PRESENT
KING RICHARD AND THE CRUSADERS
CINEMASCOPE AND WARNERCOLOR
STARRING REX HARRISON · VIRGINIA MAYO · GEORGE SANDERS · LAURENCE HARVEY
COOL PARAMOUNT B'WAY at 43rd ST

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

20th-Fox Overseas Business Running Ahead of 1953

Due to the rapid increase in CinemaScope installations throughout the foreign market, 20th Century-Fox's overseas earnings during the first 32 weeks of 1954 are approximately $1,000,000 ahead of the comparable period in 1953, Emanuel Silverstone, 20th-Fox International vice-president, said here yesterday.

Attributing the increased earnings to CinemaScope, foreign business of the company will steadily improve this year as more and more theatres equip for the medium, Silverstone said. "By the end of 1954, about 6,000 houses overseas will be equipped for CinemaScope presentations," the film executive said.

Skouras Reported Rise

Spyros P. Skouras, 20th-Fox president, reported at the company's annual stockholder meeting in May, that foreign and domestic earnings of the film organization during 1953 totaled $4,560,887 with film rentals totaling $105,662,000 as compared to 1952's rentals income of $93,167,000.

At present, Silverstone stated, CinemaScope films in the foreign market are outgrossing pictures of the same theme. "The Robe" to date has grossed overseas about $5,600,000 as compared to the "Snows of Kilimanjaro" which took in $1,400,000, he asserted.

The 20th-Fox International vice-president revealed additional comparisons between CinemaScope and regular films. "How To Marry A Millionaire" grossed $950,000 to date foreign as compared to the $370,000 for "Gentlemen Prefer Blondes." "Beneath the 12-Mile Reef" grossed $500,000 in the overseas territories as compared to $175,000 for "Anne of the Indies."

As of last week, about 2,600 foreign theatres were equipped for CinemaScope pictures, Silverstone said, with about 230 houses located throughout the Far East territory.

'Scope Reel Overseas

"The Advancing Techniques of CinemaScope," an hour-long demonstration reel produced by 20th-Fox dealing with improved anamorphic lenses, improved four-track magnetic stereophonic sound and future company product, is being exhibited in the foreign market now, Silverstone said. "Between the end of July and the middle of August, in areas where the reel has been shown, CinemaScope installations had increased from 1,420 houses to 2,250 theatres equipped," he said. "However, do not attribute this large increase in installations to the reel alone for a large amount of orders on hand for equipment were filled at that time," Silverstone said.

Way Is Cleared for Compensation Bill

WASHINGTON, Aug. 19.—Congress has cleared for the White House legislation amending the Unemployment Compensation Act to put employers of four or more workers for at least 20 weeks a year—instead of eight as under present law—under its jurisdiction beginning in 1956.

The House accepted a Senate change setting back the effective date of this provision for an extra year.

Hepburn Wins

Audrey Hepburn Is Top 'Star of Tomorrow'

Audrey Hepburn, Academy Award winner this year, has been chosen by exhibitors throughout the country as the number one Star of Tomorrow in the 14th annual poll conducted by "Motion Picture Herald."

The others in the top ten Stars of Tomorrow poll include: Maggie McNamara, Grace Kelly, Richard Burton, Pat Crowley, Guy Madison, Suzan Ball, Elaine Stewart, Aldo Ray and Cameron Mitchell.

Miss Hepburn's rise to the top started at the end of 1951 when she starred on Broadway in "Gigi," picking up last year when she won, besides the Academy Award, the New York Film Critics Award.

The Stars of Tomorrow poll, conducted since 1941 by direct-mail to the circuit and independent exhibitors, has accurately chosen for stardom such current favorites as Rita Hayworth, Jane Wyman, Gene Kelly, June Allyson, Jeanne Crain, Robert Mitchum, Elizabeth Taylor, Montgomery Clift, Marilyn Monroe and Tony Curtis.

U.S. Drops Only 5 Of 131 Trust Suits

CHICAGO, Aug. 19. — Assistant Attorney General Stanley Barnes said here today that after reviewing more than 130 Federal anti-trust suits which had been instituted by the previous Democratic administrations, he had found only five which could be dropped. Barnes admitted he had expected to find "many such cases" that could be dropped.

Among the trust suits filed during the Truman administration and still pending in Federal court, Los Angeles, is the one which would require film distributors to sell their 16mm. films to television.

AA to Release 6 In Sept. and Oct.

Allied Artists will put six films into national release during September and October, according to Morey R. Goldstein, vice-president and general sales manager.

"The Human Jungle," Gary Merrill-Jan Sterling starrer, is to go out on Sept. 28, with "Jungle Gents," a Bowery Boys comedy starring Leo Gorcey and Huntz Hall, and "Two Guns and a Badge," a Wayne Morris starrer, to be released on Sept. 5 and 12, respectively.

On Oct. 24, the Technicolor production of "Tonight's the Night," starring David Niven, Yvonne De Carlo and Barry Fitzgerald, will be released. On Oct. 10 and 17, respectively, "Ketchikan," Mark Stevens starrer, and "Target Earth," starring Richard Denning and Virginia Grey, will go into release.

AA Has 4 Shooting; 2 More to Start

HOLLYWOOD, Aug. 19.—For the first time in its history, Allied Artists this week has four films shooting at one time and next week the number will be increased to six.

Currently before the cameras are "The Black Prince," being filmed in England and in CinemaScope with Errol Flynn, Joanne Dru and Peter Finch starred; "The Annapolis Story," in Technicolor with John Derek, Diana Lynn and Kevin McCarthy in the star roles, and "Ketchikan," a Mark Stevens starrer, and "Shotgun," on location at Sedona, Ariz., with Sterling Hayden, Yvonne De Carlo and Zachary Scott starred.

On Monday the cameras will be turned on "Cry Vengeance," a Richard Conte starrer, and on Thursdav filming will be commenced on "The Big Combo," to star Cornel Wilde, Jack Palance and Jean Wallace.

Mrs. Sudekum, Baulch Crescent Directors

NASHVILLE, Aug. 19. — Mrs. Tony Sudekum, widow of the late Tony Sudekum, and Mrs. R. E. Baulch, widow of the late R. E. Baulch, both former presidents of the company, have been added to the board of directors of Crescent Amusement Company.

MPA Answers Sen. Desmond Attack on Films

New York State Senator Thomas C. Desmond and his Joint Legislature Committee on the Problems of the Aging have done a grave disservice to the sincere cause of America's senior citizens by harping on Hollywood as the "heavy," the Motion Picture Association of America said in a prepared statement yesterday. The statement read:

"In a blatant move designed to focus public attention on an otherwise probing report, they grabbed at an old and traditional gimmick of blaming the woes of the world on Hollywood," the MPAA said.

Points to Mature Players

"Senator Desmond, in a desperate play for publicity, obviously failed to check the long and respected list of Hollywood's own senior citizens, still going strong after many years of entertaining millions of people, young and old, around the world," the statement read.

"Senator Desmond and his committee obviously haven't joined these millions in going to the movie theatres. If they had, they would have seen the many warm and sympathetic portrayals of America's older citizens."

The MPAA reply listed 22 films in which Hollywood's own senior citizens acted.

Warner Bros.' Trade Shows AUGUST 25

RANDOLPH SCOTT in "THE BOUNTY HUNTER"

WITH
DOLORES DORN · MARIE WINDSOR
SCREEN PLAY
WINSTON MILLER
COLOR BY WARNERCOLOR
PRODUCED BY
SAM BISCHOFF · DIRECTED BY ANDRE de TOTH
A TRANSCONA ENTERPRISES PROD.
DISTRIBUTED BY WARNER BROS

ALBANY
Warner Screening Room
110 N. Pearl St. • 12:30 P.M.
ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.
BOSTON
Metro Screening Room
46 Church Street • 2.00 P.M.
BUFFALO
Motion Picture Operators Sc. Rm.
498 Pearl St. • 8:00 P.M.
CHARLOTTE
20th Century-Fox Screening Room
308 S Church St. • 2:00 P.M.
CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.
CINCINNATI
RKO Palace Th. Screening Room
Palace Th. Bldg. E. 6th • 8:00 P.M.
CLEVELAND
Paramount Screening Room loom
1735 E.23rd St. • 2:00 P.M.
DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.
DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.
DES MOINES
Paramount Screening Room
1125 High St. • 12:45 P.M.

DETROIT
Film Exchange Building
2310 Cass Ave. • 2:00 P.M.
INDIANAPOLIS
20th Century-Fox Screening Room
326 No. Illinois St. • 1:00 P.M.
JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.
KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.
LOS ANGELES
Warner Screening Room
2025 S. Vermont Ave. • 2.00 P.M.
MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 12:15 P.M.
MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.
MINNEAPOLIS
Warner Screening Room
1000 Currie Ave. • 2:00 P.M.
NEW HAVEN
Warner Theatre Projection Room
70 College St. • 2:00 P.M.
NEW ORLEANS
20th Century-Fox Screening Room
200 Liberty St. • 8:00 P.M.
NEW YORK
Home Office
321 W. 44th St. • 2:15 P.M.

OKLAHOMA
20th Century-Fox Screening Room
10 North Lee St. • 1.30 P M
OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:30 P.M.
PHILADELPHIA
Warner Screening Room
230 No. 13th St. • 2:00 P.M.
PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of Allies • 1:30 P.M
PORTLAND
Star Sc. Rm.
925 N. W. 19th Ave. • 2:00 P.M.
SALT LAKE CITY
20th Century-Fox Screening Room
316 East 1st South • 1:00 P.M.
SAN FRANCISCO
Republic Screening Room
221 Golden Gate Ave. • 1:30 P.M.
SEATTLE
Modern Theatre
2400 Third Ave. • 10:30 A.M.
ST. LOUIS
S'renco Screening Room
3143 Olive St. • 1:00 P.M.
WASHINGTON
Warner Theatre Building
13th & E. Sts. N.W. • 7:30 P.M.

Film Council

(*Continued from page* 1)

leaders arrived at an agreement yesterday, when he addressed a special meeting of that organization, to work out plans for the setting up of a consultative committee which would meet periodically, here or in Britain, for the purpose of keeping an understanding clear and cooperation in effect at all times for the benefit of both industries.

O'Brien said he and the council members appeared agreed on the principle that American and British industries "must work together or die separately."

International Set To 'Egyptian' Bow

An international contingent from the Middle East and the Orient will join stars of show business, celebrities, social figures and sports champions at the Roxy here Tuesday for the benefit world premiere of Darryl F. Zanuck's lavish CinemaScope production, "The Egyptian."

Led by Her Royal Highness, Princess Wirawan of Siam, a group of student internes from the United Nations, clad in their native costumes, will be on hand for the debut of the 20th Century-Fox picture, all proceeds of which will go to the Emergency Drive of the National Foundation for Infantile Paralysis. Among lands represted by the UN party will be Egypt, Burma, India, Indonesia, Turkey, Iran and Iraq.

In addition to the group from the world organization, it was announced that the Maharaja of Barata, currently visiting New York on a globe-girdling trip, will also attend the premiere.

'Richard III' to Be Made in VV

Sir Laurence Olivier's production, "Richard III," will be filmed in VistaVision in Spain within two weeks, it was announced here yesterday by Ilya Lopert, president of Lopert Films, and Robert W. Dowling, president of the City Investing Co.

The production had been considered by Michael Todd of Magna Theatre Corp. as the second picture to be filmed in the new Todd-AO process.

Reviews

"Dragnet"

(*Warner Brothers*)

BIGGER, better, longer and tougher on a motion picture screen in color rather than on a small television receiver in black and white, or on radio where it was born,"Dragnet" can be expected to reach the same measure of success that it has achieved in other media. Jack Webb and Stanley Meyer have figured out a transition which provides top entertainment for the public and top box-office for a theatre. Smart money, as always, will string along with the champion to win again.

Jack Webb, as Joe Friday, and Ben Alexander, as Officer Frank Smith, are in this expanded story, as in their half-hour radio and television stints, central characters at all times. The cast includes a far larger number of players and the action covers greater terrain. Similiarly, the screenplay by Richard L. Breen, has wider range, contains more complications, and is never interrupted for sponsor's commercials.

In short, to put matters in the simplest of terms, this "Dragnet" compares very favorably with its television counterpart as a Cadillac compares to a Ford (Model T, that is.)

The story for the picture is an out-and-out gangster killing yarn, opening with a gang killing so outrightly filmed that the victim's blood-spattered face takes up the full screen in the opening scene. The audience knows from the start who committed the killing and the police are sure shortly afterward, but they can not prove it until the final sequence. Suspense rides on whether the police can prove the killer's guilt, rather than on his identity.

Stanley Meyer's production is thorough, painstaking, admirably accented and wisely spaced at proper intervals with humorous incidents that relieve the audience's tension without breaking it. Heading the large supporting cast are Richard Boone, Ann Robinson, Stacy Harris, Virginia Gregg, Victor Perrin and Georgie Ellis.

Running time, 91 minutes. General audience classification.

WILLIAM R. WEAVER

"A Bullet is Waiting"

(*Welsch-Columbia*)

SOME stunning Technicolor photography of life on a remote California sheep ranch should help to hold the interest of general audiences in this film about a fugitive from justice and his love for a ranch girl.

Despite a moderately paced story, the film contains much entertainment value for youngsters and adults alike, with interesting shots of farm animals and the rugged California country.

Jean Simmons, Rory Calhoun, Stephen McNally and Brian Aherne make up the cast, with each turning in capable performances.

Calhoun, as the fugitive, and McNally, as the revenge-crazed sheriff who is transporting him back to Utah to stand trial for murder, enter the lives of Miss Simmons and Aherne, father and daughter living in solitude on the isolated ranch.

Love interest is introduced to the violence and intrigue which pervades the film's opening reels, when Calhoun and Miss Simmons become attracted to each other. But complications in the romance arise when she learns that he is wanted for murder.

After a great deal of discussion and several violent brawls between Calhoun and McNally, Aherne returns to the ranch and decides the issue. At this point it is learned that McNally is seeking revenge for the death of his brother.

In the climax, Calhoun turns down an opportunity to shoot his adversary after a gun battle and the sheriff decides to take his prisoner back in an orderly manner. Aherne and Miss Simmons join the party as the film concludes.

Howard Welsch produced and John Farrow directed "A Bullet is Waiting" from a screenplay by Thames Williamson and Casey Robinson.

Running time, 82 minutes. General classification. For release in September.

Let Salesmen Share Profits: Kerasotes

CHAMPAIGN - URBANA, Ill., Aug. 19.—The "dictatorial" sales policies of the major film distribution companies have lowered the standards of business ethics and are destroying equitable business relations with exhibitors, George Kerasotes, vice-president of the United Theatre Owners of Illinois, TOA affiliate, declared in an address before a regional meeting of the organization at the Urbana-Lincoln Hotel here.

Calls Morale Low

Maintaining that the present sales policies were disintegrating their own sales organizations, Kerasotes stated that "the present day film salesman is nothing but a robot and that film selling has become decadent."

Kerasotes said that the morale of the film salesman is very low. "They are paid on the basis of tenure of years with a company rather than productivity and do not share in the prosperity of their organization," he said. "Young and intelligent men are seeking other fields of endeavor which are more lucrative and where they receive compensation which commensurates with their efforts and abilities," the exhibitor official said. He added:

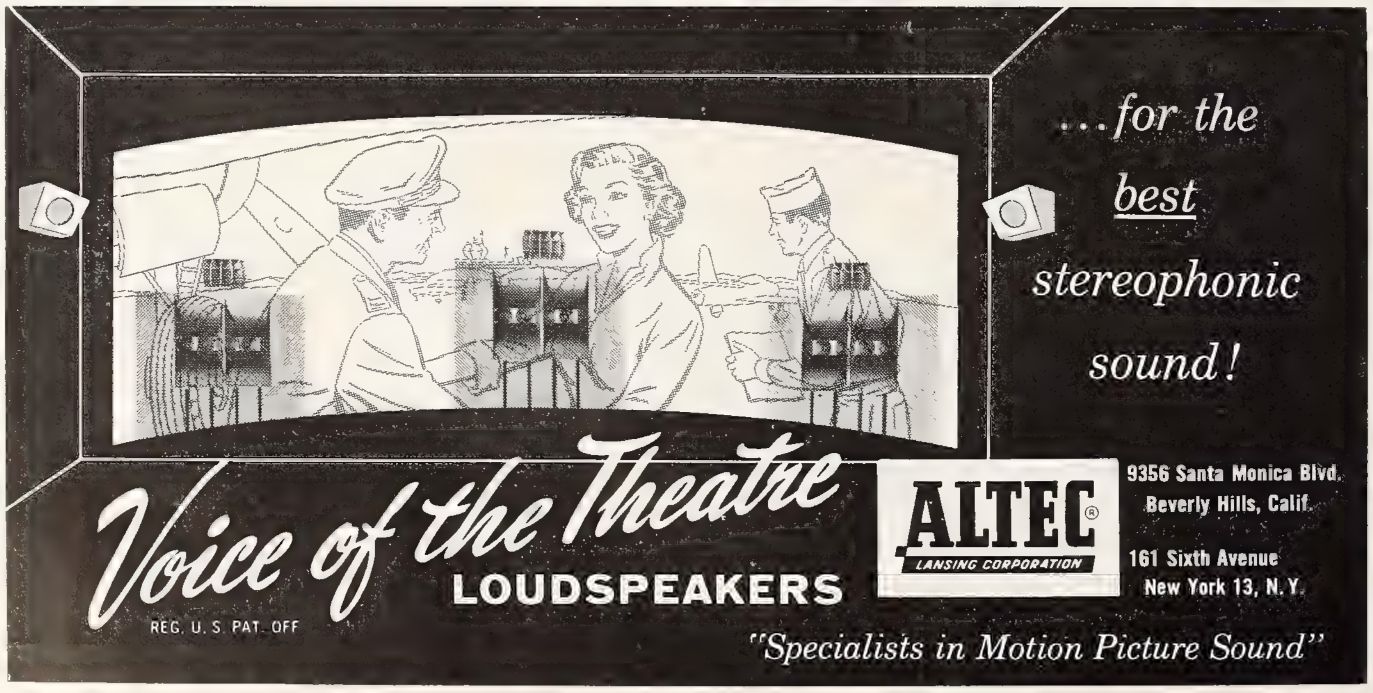
Sees Improved Cooperation

"The film companies can improve the relations with their own salesmen by giving them an opportunity to participate in the profits of their company. This would also establish a better relationship with the exhibitor, as the salesman would be interested in the theatre owner's welfare. He would see to it that the theatres stayed open and that the owners retained enough of the revenue produced in his own town so that he could improve his theatre physically and have sufficient funds for proper promotion of his business. The net result of this policy would actually increase the revenue of the film company in the long run and result in a healthy condition for all parties concerned. Since every closed theatre or sick situation would reduce the salesman's income and income to the company, he would endeavor to negotiate a compromise between the demands of his company and the needs of his customer, rather than 'walk!'"

Kerasotes emphasized that "film companies should improve the chaotic system of releasing features by setting up their releases three or four months in advance. The present practice of announcing, selling, and releasing a feature all in a month is wasteful and economically unsound. Advertising material is often not available and both exhibitor and distributor suffer. This system should be corrected immediately."

In a forum, Illinois exhibitors vehemently protested against 50 per cent terms, shortage of prints, and the "obvious slow down of production being waged against them by the major film companies."

The next regional meeting of the United Theatre Owners of Illinois will be held in Springfield, Ill., Sept. 13. Two previous regional meetings were held in Peoria and Rockford.



...for the best stereophonic sound!

Voice of the Theatre LOUDSPEAKERS

REG. U. S. PAT. OFF

ALTEC®
LANSING CORPORATION

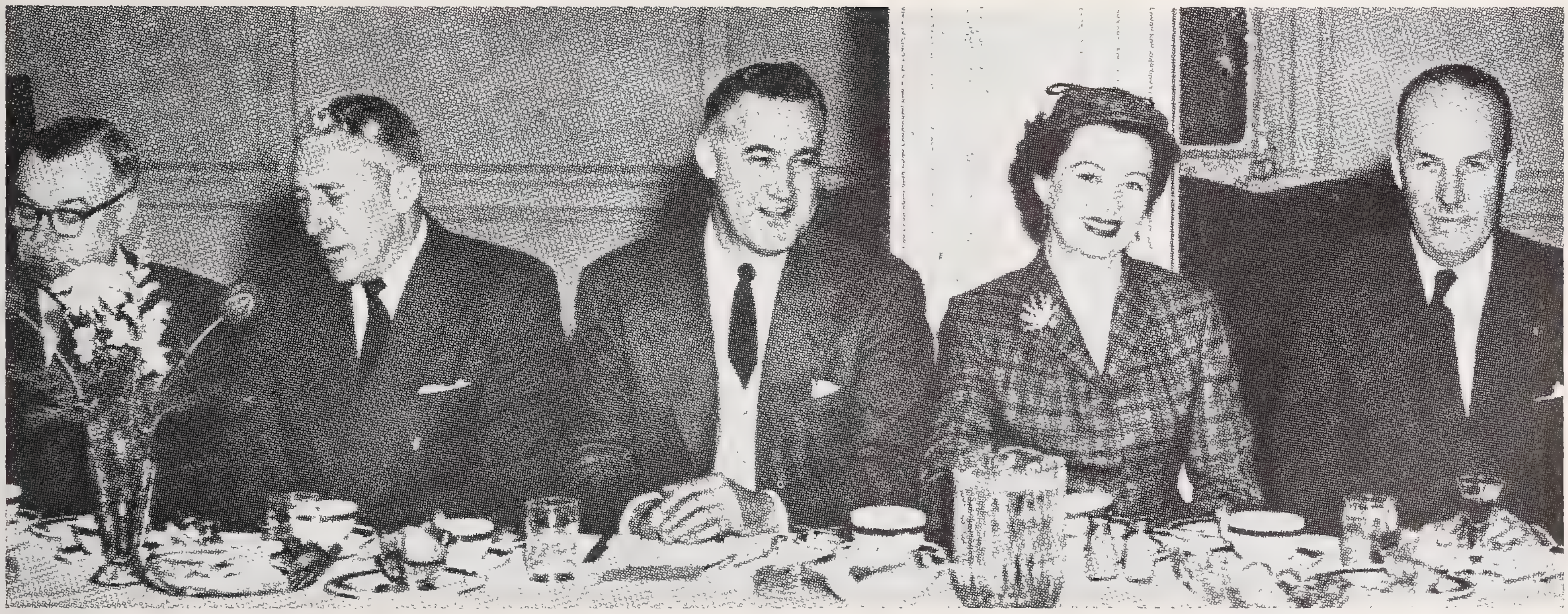
9356 Santa Monica Blvd.
Beverly Hills, Calif.

161 Sixth Avenue
New York 13, N. Y.

"Specialists in Motion Picture Sound"

"For writing, there's
the Pulitzer prize;
for acting, there's
the Oscar;
and for men in the
motion picture exhibition
field, there's the
Quigley Award
for showmanship"

Quoted in the house organ of Famous Players Canadian circuit of 208 theatres—from a speech by R. W. Bolstad, vice president and treasurer, at a company luncheon in honor of Charles Doctor, Quigley Award winner.



At the luncheon in Toronto honoring Charles Doctor, winner of the Quigley Award: James R. Nairn, Charles Doctor, Bob Eves, Mrs. Doctor, and R. W. Bolstad.

TERRY RAMSAYE

(*Continued from page* 1)

one's thoughts to the passing of such a vital personality. As a long-time friend and associate it is doubly difficult. But the farewell that must be said comes easier when it is so well-known that he who has passed would want "no moaning at the bar".

—MARTIN QUIGLEY

Ramsaye

(*Continued from page* 1)

village of Tonganoxie, Kansas, November 2nd, 1885, son of Mrs. George (Yates) Ramsaye and the late Lee M. Ramsaye. He spent his school days between Kansas and Massachusetts institutions. His first work was with the engineering department of the Bell Telephone Company and the Western Electric Company. In 1905, he joined the editorial staff of the Kansas City Star and Times, and was subsequently connected with various newspapers as feature writer and desk editor, including the Leavenworth Times, the Omaha Bee, the St. Paul Pioneer Press, the St. Paul Dispatch, the Associated Press, the Chicago Evening American, Universal News Service and the Chicago Tribune.

Founded Screen Telegram

The Chicago Tribune's adoption of the motion picture serial for circulation exploitation brought Mr. Ramsaye into contact with the screen industry. He became the advertising and publicity director of the Mutual Film Corporation in 1915 and there founded the Screen Telegram, a newsreel of conspicuous success in World War I. During the war he produced and edited for the United States Treasury Department various patriotic subjects and the feature film, "Price of Peace." Subsequently, Mr. Ramsaye joined Samuel L. Rothafel's staff at the Rialto and Rivoli Theatres on Broadway. In 1919, Mr. Ramsaye, as editor, launched the newsreel Kinograms.

Compiled History of Industry

In 1920 Mr. Ramsaye broke connections with Broadway, and in the remoteness of a Long Island farm, engaged in writing for various magazines, meanwhile carrying through to completion his two-volume history of the motion picture industry—a labor of some five years. He incidentally wrote and produced an array of adventure and scenic pictures for the Associated Screen News, Ltd., of Canada, and edited various feature productions, principally expeditionary and adventure releases, including "The Cruise of the Speejacks" and "Grass" for Paramount, "Martin Johnson's African Hunt" for Metro, and the roadshow "Simba." One of Terry Ramsaye's more conspicuous contributions to the endeavors of the screen was in the origination of typographical treatments, which were of general influence on the typographical dress of screen productions, particularly in the printed titles of silent pictures.

In 1928 he joined Pathe Exchange, Inc., as editor-in-chief of Pathe News and Pathe Audio Review. He also produced various adventure and topical films and participated in the development of techniques for applying sound to film production. Concurrently with other activities during 1920-1940 Mr. Ramsaye also was consultant for Associated Screen News, Ltd.

Keenly Interested in Nature

As editor of Motion Picture Herald 1931 through 1949, Terry Ramsaye was the most widely quoted writer on subjects pertaining to motion pictures. His thought provoking comments had a marked and constructive influence on motion picture industry development. Ramsaye's interests not only covered motion picture topics but he was as well a keen observer of natural life. His quaintly written observations on the world of plants, flowers, animals and sun, wind and stars, attracted considerable attention. Ramsaye was devoted to the art of verbal expression and cultivated a keen and colorful style of writing. He sought not only to express a thought but to do so in an entertaining manner.

In addition to editing and writing for Motion Picture Herald, he did a considerable amount of other writing and also lecturing on motion picture topics.

Consultant Since 1949

Since May 2, 1949, he had been consulting editor of Quigley Publications and also wrote a weekly column of comment and observation entitled "Terry Ramsaye Says" for Motion Picture Herald as well as feature articles and book reviews. Recently he completed the manuscript of a book on motion pictures for publication by Harvard University Press in a project sponsored by the Library of Congress. He was a member of the National Press Club, Washington; Silvermine Guild of Artists (New Canaan, Conn.) and fellow of the Society of Motion Picture and Television Engineers.

Johnston in Tribute To Ramsaye's Role

Eric A. Johnston, president of the Motion Picture Association of America, yesterday issued the following statement from MPAA headquarters here on the death of Terry Ramsaye:

"The passing of Terry Ramsaye is a sad and great loss. He always stood for the best and fought for the best in the motion picture. His leadership, his gifted pen and his wise and friendly counsel made ours a better industry."

Set Committee for Kans.-Mo. Meet

KANSAS CITY, Aug. 19.—The board of directors of the Kansas-Missouri Theatre Assoication yesterday set up a committee for the organization's annual convention here on Sept. 28-29, at the President Hotel.

Earl Jameson, Jr., general chairman, will work with association president Leo Hayob in coordinating the plans of the several sub-committees for the convention which will be highlighted by presentations of the newest processes and equipment and reports and discussions on vital topics.

Paramount

(*Continued from page* 1)

after deducting applicable income taxes. The earnings, including such net profit on sales of investments, etc., represent $1.16 per share and, excluding such net profit, 78 cents per share on the 2,217,036 shares outstanding and in the hands of the public as of that date.

70 Cents Per Share

Consolidated earnings for the quarter ended July 4, 1953, were estimated at $1,617,000 and represented 70 cents per share on the 2,325,465 shares then outstanding.

Consolidated earnings for the six months ended July 3, after taxes, are estimated at $3,962,000 and include net profit on sales of investments, etc., referred to above. These earnings, including such net profit, represent $1.79 per share and, excluding such net profit, $1.41 per share.

Consolidated earnings for the six months of 1953 were estimated at $2,991,000 and represented $1.29 per share.

Cites Telemeter Advances

Balaban, in his report to the directors, yesterday indicated that the development of the Lawrence color television tube has proceeded to the point where color television sets using it were ready for mass production. Cost estimates indicate that the use of the Lawrence principles result in a set which can be produced at a cost lower than now mentioned by any other concern. He also stated that the Telemeter Corp. was continuing successfully in making Telemeter pay-as-you-see television equipment available on a mass scale, and had undertaken, in association with several well-known American companies, the application of its related electronic memory machines which reduce the cost of complicated office procedures and increase the efficiency of large calculating machines.

Para. 50c Dividend Declared

Paramount yesterday voted a dividend for the third quarter of 50 cents per share on the common stock, payable Sept. 14 to holders of record on Sept. 1.

Eleven Paramount Films Now in Work

HOLLYWOOD, Aug. 19. — Production at the Paramount studios continued unabated here, with four VistaVision pictures, with color in Technicolor, currently before the cameras and seven other major films, four of which were shot in VistaVision, in various stages of editing.

"Lucy Gallant," VistaVision romance starring Jane Wyman, Charlton Heston and Thelma Ritter, is the latest to start shooting; it went before the cameras today. The others rolling at this time are Alfred Hitchcock's "To Catch a Thief," starring Cary Grant and Grace Kelly; the William H. Pine-William C. Thomas production of "Blue Horizons," starring Charlton Heston, Fred MacMurray and Donna Reed, and Bob Hope's "The Eddie Foy Story."

VistaVision pictures in the cutting rooms include, "Air Command," starring James Stewart and June Allyson; "Run for Cover," starring James Cagney and Vivica Lindfors; "Love Is A Weapon," starring John Payne and Mary Murphy, and "We're No Angels," starring Humphrey Bogart and Peter Ustinov. All have color in Technicolor.

Other films editing are George Pal's "Conquest of Space," Technicolor; "The Bridges at Toki-Ri," Technicolor, starring William Holden, Grace Kelly, Fredric March and Mickey Rooney, and "The Country Girl," teaming Bing Crosby, William Holden and Grace Kelly.

'Sitting Bull' Lauded By Senator Mundt

WASHINGTON, Aug. 19.—Sen. Karl E. Mundt (R., S. Dak.) today paid tribute to the Sioux Indian Chief, Sitting Bull, in connection with the world premiere of the CinemaScope production of "Sitting Bull" at the Elk Theatre in Rapid City, So. Dak.

Mundt, in a Senate speech, said the film, produced by W. R. Frank and released through United Artists, "pays tribute to the man himself, and portrays in vivid fashion the life and times of the great Sioux nation . . ."

TOA

(*Continued from page* 1)

fice of the association in great numbers daily.

"Such early interest, two-and-a-half months before convention time, clearly emphasizes the importance exhibitors throughout the nation are attaching to this year's convention and giant combined trade show," declared TOA president Walter Reade, Jr.

"Plans are now being made for vital and comprehensive business meetings, luncheons, evening entertainment and a full program of activity and entertainment for the ladies.

Two Forums Stressed

"Of particular interest and benefit to all theatre owners will be the TESMA-TOA theatre equipment and new processes forum Wednesday afternoon and the IPA-TOA concessions forum Thursday morning. The nation's leading experts in their representative fields will form a panel at each forum to discuss latest developments in their respective fields and to answer questions.

"The dollar-wise exhibitor will make this year's convention and trade show a giant 'must.'"

Anglo-U.S. Talks

(*Continued from page* 1)

Sept. 27. The SIMPP head, alluding to his present tilt with the Motion Picture Association of America regarding the subsidy issue, said that he will be glad to sit jointly with MPAA delegates in the negotiations, as in the past. With the exception of the subsidy issue, he described SIMPP's relationship with MPAA as "cooperative."

Arnall went on to say that there have been no new developments regarding SIMPP complaints about subsidies to the government. He added that he expects no new developments until after September. Arnall said he will be in New York a few days on routine business.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 76. NO. 37 NEW YORK, U. S. A., MONDAY, AUGUST 23, 1954 TEN CENTS

To Submit Report

Allied to Mull Gov't Relief On Film Terms

National Board Has Full Agenda for W. Va. Meet

WHITE SULPHUR SPRINGS, W. Va., Aug. 22.—The question of whether Allied States Association will go to the government for relief on the exhibitor association's charge of excessive film terms is expected to be determined at the national board of directors meeting which starts here tomorrow. Abram F. Myers, general counsel and chairman, will preside.

Abram F. Myers

Most of the Allied units, during the last month, have passed resolutions demanding that the national body seek government relief if no satisfaction was obtained from the general sales managers at the individual meetings held in New York

(*Continued on page* 5)

'Cordiality' Marked Allied's Talks With Sales Heads Here

Cordiality, rather than acrimonious charges and counter-charges, appeared to mark last week's round of talks held here by Allied's special trade practices committee with distribution sales managers.

The air of goodwill, which may have been somewhat guarded, was reflected by a number of distribution sources who were canvassed on how the meetings progressed. It also was reflected by Ben Marcus, Allied president, a member of the special committee, who described the meetings as "generally satisfactory" on the eve of his departure for White Sulphur Springs, W. Va., where the Allied board convenes today.

Pending Allied's report on the meetings, promised following board action on the report, it was too early at the weekend to tell whether the general satisfaction voiced by Marcus

(*Continued on page* 5)

Senate Votes to Ease German, U.S. Taxes

WASHINGTON, Aug. 22.—The Senate today ratified the double taxation treaty with West Germany which would reciprocally free film rentals earned in the two countries from the double tax burden. Thus, United States films shown in West Germany and West German films shown here would not have taxes imposed on them by the importing nation.

RKO 'Diversified' Product Lineup Is Listed by Grainger

HOLLYWOOD, Aug. 22. — With "The Conqueror" going into the cutting rooms this week, RKO has completed its 1954-55 plans for "diversified" story product which it will offer exhibitors during the coming year, according to J. R. Grainger, president of RKO Radio Pictures.

J. R. Grainger

Foreseeing the trend away from trends in picture making, RKO planned more than a year ago to come up with product that would in no

(*Continued on page* 5)

Seeks TOA Approval

STARR TO PUSH FOR INT'L ASSOCIATION

Urges U.S. Alliance First; CEA May Send Representatives to TOA Chicago Conclave

By LESTER DINOFF

The proposal that national exhibitor organizations throughout the world affect a cooperative framework by which common, mutual industry problems and needs may be discussed will be recommended to the Theatre Owners of America by Alfred Starr, Tennessee exhibitor and former TOA president, who returned at the weekend to the U. S. after a two-month tour of Europe.

Alfred Starr

Starr, in a trade press conference at the TOA headquarters here, stated that he would recommend in a report at the organization's annual convention in Chicago this Fall that "an international alliance of exhibitors is an eventuality and that the TOA keep in mind and further explore the feasibility of such a plan."

It is the hope of the Cinemato-

(*Continued on page* 5)

41 Theatres Sign for Bout

Forty-one theatres have signed up for the telecast of the Marciano-Charles heavyweight title bout, it was disclosed here at the weekend by Theatre Network Television.

TNT, at the same time, disclosed that six theatres in the Chicago area—the greatest number of houses in Chicago to carry a theatre TV event—have booked the bout. In Chicago, the following theatres have been lined up: Balaban & Katz's Marboro, Tivoli and Uptown; Essaness Circuit's Crown and a drive-in and the Telenews.

It is understood that Loew's, RKO Theatres and Stanley Warner Theatres have not joined the network as yet, reportedly due to the opposition to the 50-50 percentage terms sought

(*Continued on page* 4)

Heading for All-Time Mark

'This Is Cinerama' Gross Grows to Big $12,683,000

"This Is Cinerama" has grossed more than $12,683,000 in the 13 U. S. cities now exhibiting the Cinerama process, it was disclosed here at the weekend by Stanley Warner Corp.

S-W, which owns the exclusive exhibition and distribution rights for the process, said the attraction seems likely to challenge the records set by "Gone With the Wind" and "The Robe." It was pointed out that the grossing power of the picture will be heightened when plans for Cinerama exhibition abroad are effected, making the grossing potential for "This Is Cinerama" in the neighborhood of between $20,000,000 and $30,000,000.

Cinerama will be in residence until

(*Continued on page* 4)

Services Held for Terry Ramsaye

Funeral services were held Saturday in New Canaan, Conn., for Terry Ramsaye, consulting editor to Quigley Publications and former editor of "Motion Picture Herald," who died Thursday in the Norwalk, Conn., General Hospital. The brief burial and committal rites were read by the

(*Continued on page* 4)

Paramount to Salute Morgan's 40 Years With the Company

Oscar A. Morgan, Paramount sales manager for short subjects, Paramount News and special features, will have a special week named for him in Paramount's 40th anniversary drive in celebration of his own 40th anniversary with the company, it was announced by A. W. Schwalberg, president of Paramount Film Distributing Corp.

Oscar Morgan

Schwalberg stated that Oscar Morgan Week will be the

(*Continued on page* 4)

TERRY RAMSAYE

(*Continued from page* 1)

one's thoughts to the passing of such a vital personality. As a long-time friend and associate it is doubly difficult. But the farewell that must be said comes easier when it is so well-known that he who has passed would want "no moaning at the bar".

—MARTIN QUIGLEY

Johnston in Tribute To Ramsaye's Role

Eric A. Johnston, president of the Motion Picture Association of America, yesterday issued the following statement from MPAA headquarters here on the death of Terry Ramsaye:

"The passing of Terry Ramsaye is a sad and great loss. He always stood for the best and fought for the best in the motion picture. His leadership, his gifted pen and his wise and friendly counsel made ours a better industry."

Ramsaye

(*Continued from page* 1)

village of Tonganoxie, Kansas, November 2nd, 1885, son of Mrs. George (Yates) Ramsaye and the late Lee M. Ramsaye. He spent his school days between Kansas and Massachusetts institutions. His first work was with the engineering department of the Bell Telephone Company and the Western Electric Company. In 1905, he joined the editorial staff of the Kansas City Star and Times, and was subsequently connected with various newspapers as feature writer and desk editor, including the Leavenworth Times, the Omaha Bee, the St. Paul Pioneer Press, the St. Paul Dispatch, the Associated Press, the Chicago Evening American, Universal News Service and the Chicago Tribune.

Founded Screen Telegram

The Chicago Tribune's adoption of the motion picture serial for circulation exploitation brought Mr. Ramsaye into contact with the screen industry. He became the advertising and publicity director of the Mutual Film Corporation in 1915 and there founded the Screen Telegram, a newsreel of conspicuous success in World War I. During the war he produced and edited for the United States Treasury Department various patriotic subjects and the feature film, "Price of Peace." Subsequently, Mr. Ramsaye joined Samuel L. Rothafel's staff at the Rialto and Rivoli Theatres on Broadway. In 1919, Mr. Ramsaye, as editor, launched the newsreel Kinograms.

Compiled History of Industry

In 1920 Mr. Ramsaye broke connections with Broadway, and in the remoteness of a Long Island farm, engaged in writing for various magazines, meanwhile carrying through to completion his two-volume history of the motion picture industry—a labor of some five years. He incidentally wrote and produced an array of adventure and scenic pictures for the Associated Screen News, Ltd., of Canada, and edited various feature productions, principally expeditionary and adventure releases, including "The Cruise of the Speejacks" and "Grass" for Paramount, "Martin Johnson's African Hunt" for Metro, and the roadshow "Simba." One of Terry Ramsaye's more conspicuous contributions to the endeavors of the screen was in the origination of typographical treatments, which were of general influence on the typographical dress of screen productions, particularly in the printed titles of silent pictures.

In 1928 he joined Pathe Exchange, Inc., as editor-in-chief of Pathe News and Pathe Audio Review. He also produced various adventure and topical films and participated in the development of techniques for applying sound to film production. Concurrently with other activities during 1920-1940 Mr. Ramsaye also was consultant for Associated Screen News, Ltd.

Keenly Interested in Nature

As editor of Motion Picture Herald 1931 through 1949, Terry Ramsaye was the most widely quoted writer on subjects pertaining to motion pictures. His thought provoking comments had a marked and constructive influence on motion picture industry development. Ramsaye's interests not only covered motion picture topics but he was as well a keen observer of natural life. His quaintly written observations on the world of plants, flowers, animals and sun, wind and stars, attracted considerable attention. Ramsaye was devoted to the art of verbal expression and cultivated a keen and colorful style of writing. He sought not only to express a thought but to do so in an entertaining manner.

In addition to editing and writing for Motion Picture Herald, he did a considerable amount of other writing and also lecturing on motion picture topics.

Consultant Since 1949

Since May 2, 1949, he had been consulting editor of Quigley Publications and also wrote a weekly column of comment and observation entitled "Terry Ramsaye Says" for Motion Picture Herald as well as feature articles and book reviews. Recently he completed the manuscript of a book on motion pictures for publication by Harvard University Press in a project sponsored by the Library of Congress. He was a member of the National Press Club, Washington; Silvermine Guild of Artists (New Canaan, Conn.) and fellow of the Society of Motion Picture and Television Engineers.

Set Committee for Kans.-Mo. Meet

KANSAS CITY, Aug. 19.—The board of directors of the Kansas-Missouri Theatre Assoication yesterday set up a committee for the organization's annual convention here on Sept. 28-29, at the President Hotel.

Earl Jameson, Jr., general chairman, will work with association president Leo Hayob in coordinating the plans of the several sub-committees for the convention which will be highlighted by presentations of the newest processes and equipment and reports and discussions on vital topics.

Paramount

(*Continued from page* 1)

after deducting applicable income taxes. The earnings, including such net profit on sales of investments, etc., represent $1.16 per share and, excluding such net profit, 78 cents per share on the 2,217,036 shares outstanding and in the hands of the public as of that date.

70 Cents Per Share

Consolidated earnings for the quarter ended July 4, 1953, were estimated at $1,617,000 and represented 70 cents per share on the 2,325,465 shares then outstanding.

Consolidated earnings for the six months ended July 3, after taxes, are estimated at $3,962,000 and include net profit on sales of investments, etc., referred to above. These earnings, including such net profit, represent $1.79 per share and, excluding such net profit, $1.41 per share.

Consolidated earnings for the six months of 1953 were estimated at $2,991,000 and represented $1.29 per share.

Cites Telemeter Advances

Balaban, in his report to the directors, yesterday indicated that the development of the Lawrence color television tube has proceeded to the point where color television sets using it were ready for mass production. Cost estimates indicate that the use of the Lawrence principles result in a set which can be produced at a cost lower than now mentioned by any other concern. He also stated that the Telemeter Corp. was continuing successfully in making Telemeter pay-as-you-see television equipment available on a mass scale, and had undertaken, in association with several well-known American companies, the application of its related electronic memory machines which reduce the cost of complicated office procedures and increase the efficiency of large calculating machines.

Para. 50c Dividend Declared

Paramount yesterday voted a dividend for the third quarter of 50 cents per share on the common stock, payable Sept. 14 to holders of record on Sept. 1.

Eleven Paramount Films Now in Work

HOLLYWOOD, Aug. 19. — Production at the Paramount studios continued unabated here, with four VistaVision pictures, with color in Technicolor, currently before the cameras and seven other major films, four of which were shot in VistaVision, in various stages of editing.

"Lucy Gallant," VistaVision romance starring Jane Wyman, Charlton Heston and Thelma Ritter, is the latest to start shooting; it went before the cameras today. The others rolling at this time are Alfred Hitchcock's "To Catch a Thief," starring Cary Grant and Grace Kelly; the William H. Pine-William C. Thomas production of "Blue Horizons," starring Charlton Heston, Fred MacMurray and Donna Reed, and Bob Hope's "The Eddie Foy Story."

VistaVision pictures in the cutting rooms include, "Air Command," starring James Stewart and June Allyson; "Run for Cover," starring James Cagney and Vivica Lindfors; "Love Is A Weapon," starring John Payne and Mary Murphy, and "We're No Angels," starring Humphrey Bogart and Peter Ustinov. All have color in Technicolor.

Other films editing are George Pal's "Conquest of Space," Technicolor; "The Bridges at Toki-Ri," Technicolor, starring William Holden, Grace Kelly, Fredric March and Mickey Rooney, and "The Country Girl," teaming Bing Crosby, William Holden and Grace Kelly.

'Sitting Bull' Lauded By Senator Mundt

WASHINGTON, Aug. 19.—Sen. Karl E. Mundt (R., S. Dak.) today paid tribute to the Sioux Indian Chief, Sitting Bull, in connection with the world premiere of the CinemaScope production of "Sitting Bull" at the Elk Theatre in Rapid City, So. Dak.

Mundt, in a Senate speech, said the film, produced by W. R. Frank and released through United Artists, "pays tribute to the man himself, and portrays in vivid fashion the life and times of the great Sioux nation . . ."

TOA

(*Continued from page* 1)

fice of the association in great numbers daily.

"Such early interest, two-and-a-half months before convention time, clearly emphasizes the importance exhibitors throughout the nation are attaching to this year's convention and giant combined trade show," declared TOA president Walter Reade, Jr.

"Plans are now being made for vital and comprehensive business meetings, luncheons, evening entertainment and a full program of activity and entertainment for the ladies.

Two Forums Stressed

"Of particular interest and benefit to all theatre owners will be the TESMA-TOA theatre equipment and new processes forum Wednesday afternoon and the IPA-TOA concessions forum Thursday morning. The nation's leading experts in their representative fields will form a panel at each forum to discuss latest developments in their respective fields and to answer questions.

"The dollar-wise exhibitor will make this year's convention and trade show a giant 'must.'"

Anglo-U.S. Talks

(*Continued from page* 1)

Sept. 27. The SIMPP head, alluding to his present tilt with the Motion Picture Association of America regarding the subsidy issue, said that he will be glad to sit jointly with MPAA delegates in the negotiations, as in the past. With the exception of the subsidy issue, he described SIMPP's relationship with MPAA as "cooperative."

Arnall went on to say that there have been no new developments regarding SIMPP complaints about subsidies to the government. He added that he expects no new developments until after September. Arnall said he will be in New York a few days on routine business.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 76. NO. 37 NEW YORK, U. S. A., MONDAY, AUGUST 23, 1954 TEN CENTS

To Submit Report

Allied to Mull Gov't Relief On Film Terms

National Board Has Full Agenda for W. Va. Meet

WHITE SULPHUR SPRINGS, W. Va., Aug. 22.—The question of whether Allied States Association will go to the government for relief on the exhibitor association's charge of excessive film terms is expected to be determined at the national board of directors meeting which starts here tomorrow. Abram F. Myers, general counsel and chairman, will preside.

Abram F. Myers

Most of the Allied units, during the last month, have passed resolutions demanding that the national body seek government relief if no satisfaction was obtained from the general sales managers at the individual meetings held in New York

(*Continued on page* 5)

'Cordiality' Marked Allied's Talks With Sales Heads Here

Cordiality, rather than acrimonious charges and counter-charges, appeared to mark last week's round of talks held here by Allied's special trade practices committee with distribution sales managers.

The air of goodwill, which may have been somewhat guarded, was reflected by a number of distribution sources who were canvassed on how the meetings progressed. It also was reflected by Ben Marcus, Allied president, a member of the special committee, who described the meetings as "generally satisfactory" on the eve of his departure for White Sulphur Springs, W. Va., where the Allied board convenes today.

Pending Allied's report on the meetings, promised following board action on the report, it was too early at the weekend to tell whether the general satisfaction voiced by Marcus

(*Continued on page* 5)

Senate Votes to Ease German, U.S. Taxes

WASHINGTON, Aug. 22.—The Senate today ratified the double taxation treaty with West Germany which would reciprocally free film rentals earned in the two countries from the double tax burden. Thus, United States films shown in West Germany and West German films shown here would not have taxes imposed on them by the importing nation.

RKO 'Diversified' Product Lineup Is Listed by Grainger

HOLLYWOOD, Aug. 22.—With "The Conqueror" going into the cutting rooms this week, RKO has completed its 1954-55 plans for "diversified" story product which it will offer exhibitors during the coming year, according to J. R. Grainger, president of RKO Radio Pictures.

J. R. Grainger

Foreseeing the trend away from trends in picture making, RKO planned more than a year ago to come up with product that would in no

(*Continued on page* 5)

Seeks TOA Approval

STARR TO PUSH FOR INT'L ASSOCIATION

Urges U.S. Alliance First; CEA May Send Representatives to TOA Chicago Conclave

By LESTER DINOFF

The proposal that national exhibitor organizations throughout the world affect a cooperative framework by which common, mutual industry problems and needs may be discussed will be recommended to the Theatre Owners of America by Alfred Starr, Tennessee exhibitor and former TOA president, who returned at the weekend to the U. S. after a two-month tour of Europe.

Alfred Starr

Starr, in a trade press conference at the TOA headquarters here, stated that he would recommend in a report at the organization's annual convention in Chicago this Fall that "an international alliance of exhibitors is an eventuality and that the TOA keep in mind and further explore the feasibility of such a plan."

It is the hope of the Cinemato-

(*Continued on page* 5)

41 Theatres Sign for Bout

Forty-one theatres have signed up for the telecast of the Marciano-Charles heavyweight title bout, it was disclosed here at the weekend by Theatre Network Television.

TNT, at the same time, disclosed that six theatres in the Chicago area—the greatest number of houses in Chicago to carry a theatre TV event—have booked the bout. In Chicago, the following theatres have been lined up: Balaban & Katz's Marboro, Tivoli and Uptown; Essaness Circuit's Crown and a drive-in and the Telenews.

It is understood that Loew's, RKO Theatres and Stanley Warner Theatres have not joined the network as yet, reportedly due to the opposition to the 50-50 percentage terms sought

(*Continued on page* 4)

Paramount to Salute Morgan's 40 Years With the Company

Oscar A. Morgan, Paramount sales manager for short subjects, Paramount News and special features, will have a special week named for him in Paramount's 40th anniversary drive in celebration of his own 40th anniversary with the company, it was announced by A. W. Schwalberg, president of Paramount Film Distributing Corp.

Oscar Morgan

Schwalberg stated that Oscar Morgan Week will be the

(*Continued on page* 4)

Heading for All-Time Mark

'This Is Cinerama' Gross Grows to Big $12,683,000

"This Is Cinerama" has grossed more than $12,683,000 in the 13 U. S. cities now exhibiting the Cinerama process, it was disclosed here at the weekend by Stanley Warner Corp.

S-W, which owns the exclusive exhibition and distribution rights for the process, said the attraction seems likely to challenge the records set by "Gone With the Wind" and "The Robe." It was pointed out that the grossing power of the picture will be heightened when plans for Cinerama exhibition abroad are effected, making the grossing potential for "This Is Cinerama" in the neighborhood of between $20,000,000 and $30,000,000.

Cinerama will be in residence until

(*Continued on page* 4)

Services Held for Terry Ramsaye

Funeral services were held Saturday in New Canaan, Conn., for Terry Ramsaye, consulting editor to Quigley Publications and former editor of "Motion Picture Herald," who died Thursday in the Norwalk, Conn., General Hospital. The brief burial and committal rites were read by the

(*Continued on page* 4)

Personal Mention

MORT BLUMENSTOCK, Warner Brothers vice-president in charge of advertising and publicity, arrived in New York from the Coast over the weekend.

•

C. J. Tevlin, vice-president in charge of RKO Radio Pictures studio; Thomas Slack, personal attorney for Howard Hughes, and Ross Hastings, attorney and assistant secretary of RKO, have left New York for Hollywood.

•

Mike Simons, director of exhibitor relations for M-G-M, will leave here today for White Sulphur Springs, W. Va., after which he will visit Detroit and Hershey, Pa.

•

Alfred Starr, former president of the Theatre Owners of America, has returned to Nashville from New York following a European trip.

•

William Ornstein, M-G-M trade paper contact, left New York yesterday for a vacation in the Grand Canyon country of Arizona.

•

Everett Olsen and Richard Eason, operators of O & E Theatre chain in South Carolina, have returned there from Charlotte.

•

John C. Flinn, Allied Artists director of advertising and publicity, is in Detroit from New York.

•

William B. Zoellner, head of M-G-M shorts and newsreel sales, is in New Haven today from New York.

•

Michael Curtiz, director, has arrived in New York from Hollywood.

•

Johnny Ray arrived in New York by plane at the weekend from Hollywood.

•

Lou Marks, assistant branch manager in Detroit for M-G-M, will leave there today for New York.

•

Sid Zins, of the Columbia Pictures exploitation department, was in Charlotte from Washington.

•

Michael Wilding arrived in New York over the weekend from the Coast.

•

Leonard Allen, of the Paramount exploitation department, was in Charlotte from Atlanta.

•

Collier Young, producer, will leave here tonight for Chicago.

Sindlinger to Carolinas

Alfred E. Sindlinger, president of Sindlinger & Co., has completed a field study in Bonham, Tex., and has left for Fayetteville, N. C. Bonham was one of the five towns included in Sindlinger's special "Small Town, U. S. A." study.

City Celebration

Paterson, N.J., to Salute Fabian on Anniversary

PATERSON, N. J., Aug. 22.—There will be a double home town celebration on Tuesday evening, when the city celebrates simultaneously the 40th anniversary of the Regent Theatre and pays honor to S. H. Fabian, president of Stanley Warner Corp., which operates the Regent Theatre.

S. H. Fabian

It was at the Regent Theatre some 40 years ago that Fabian began his career in the motion picture industry, starting to work for his father, who originally built the theatre. Since then, Fabian has risen through the ranks of the industry, inaugurating a chain of theatres throughout Northern New Jersey, which were subsequently merged with the Stanley Corp. and today heads the corporation that operates one of the largest theatre chains in America, as well as being the owners of Cinerama.

The preparations for the Paterson celebration have the excitement and glamour of a Hollywood premiere. Local manager Peter Werner has arranged attractions, as well as many of the old time shorts that were shown at the Regent in its 40-year history.

Many of America's outstanding musicians have made their start at the Regent and have banded together to join in a "Dixie jazz concert" on the anniversary date.

Mayor to Participate

The stage ceremonies will be handled by James Gleason, WATV announcer, who will present Mayor Lester Titus of Paterson and Fabian. Many of the original staff of the theatre that opened in 1914 will participate in the anniversary celebration. Outstanding among these is Warren M. Yates, the organist who played at the theatre on its opening night. Many dignitaries of the motion picture industry from New York and Hollywood plan to attend.

Saturation Drive-in 'Ribbon' Premieres

The first mass booking premiere for drive-in theatres has been set for RKO's "She Wore A Yellow Ribbon," which will begin its re-release in more than 85 open air theatres in the middle of September, it was announced by RKO Radio.

Throughout the New England area, the Technicolor western drama will open in over 75 drive-ins, with four drive-ins in Kansas City, two in Minneapolis and other individual open air situations around the country also playing the John Wayne starrer day and date.

New England Well Covered

Among those participating in the mass debut date are: the Sky View Drive-In, Brockton, Mass.; the Quintree, Braintree, Mass.; Mohawk, Gardner, Mass.; Hyannis, Hyannis, Mass.; Van Buren, Van Buren, Me.; Park Villa, Turners Falls, Mass.; Rutland, Rutland, Vt.; Sunset, Rochester, N. H.; Deer Park, North Woodstock, N. H.; Rustic, North Smithfield, R. I.; Kansas City, Kan.; Meadowlark and Terrace, Wichita; West "O," Lincoln, Neb.; Shawnee, Shawnee, Kan.; Gordon Twin, Sioux City; 84th and Center, Omaha, and Westvue, Des Moines.

'Living' Scores

CHICAGO, July 22.—"Living It Up," closing a three-week engagement tomorrow at the Chicago Theatre, has grossed more than $90,000 in its first week at the Chicago and continued its "fantastic draw" for the entire run.

Local Taxes Threat Faces Wisc. Allied

MILWAUKEE, Aug. 22.—The threat of a state enabling act which would permit municipalities to enact admission tax laws will be a major topic for discussion at the summer session of the Allied Independent Theatre Owners of Wisconsin which will be held in Wausau on Aug. 31.

It is understood that the state legislature will give serious consideration to an enabling act at its next session and the Allied unit has been alerted to be prepared to combat it.

50-Theatre Opening For 'Naked Alibi'

Universal - International's "Naked Alibi," starring Sterling Hayden and Gloria Grahame, will be given a 50-theatre pre-release territorial saturation premiere in the Detroit territory starting with a world premiere at the Broadway Capitol Theatre in Detroit on Sept. 2.

The Broadway Capitol premiere and the territorial openings which follow will be backed by an integrated television, radio and newspaper promotional campaign in the same manner as the successful launching of "Creature from the Black Lagoon" in the same territory early this year, Universal announced. Large newspaper ads will be used to list the participating theatres and, in turn, the television and radio time will direct attention to all the participating theatres, it was said.

"Naked Alibi," has been set for an October release by Universal.

Only Talking Regarding TV, Says Selznick

HOLLYWOOD, Aug. 22.—David O. Selznick has had interesting offers from "important television interests," and discussions looking toward his possible identification with some facet of television are continuing, the producer said in a statement Friday confirming reports he had conferred with Sylvester Weaver, of the National Broadcasting Co., on such alignment. But he has "no intention of substituting" such possible activity for his plans regarding theatrical production, the statement said.

Selznick's recently announced production of "War and Peace" is in writing preparation, with Ben Hecht drafting preliminary adaptation.

'Parade of Stars' for 'Egyptian Premiere'

A "Parade of Stars," featuring prominent show business stars, sports champions and dignitaries from many walks of life will provide an added feature to benefit world premiere of Darryl F. Zanuck's "The Egyptian," at the Roxy here tomorrow night.

Heading the roster of celebrities who will participate are Michael Wilding and Gene Tierney, starred in the CinameScope film, and its director, Michael Curtiz. Also here from Hollywood especially for the occasion are Johnnie Ray, Judy Holliday and Rita Gam.

Borough President to Attend

Hulan Jack, borough president of Manhattan, will represent the mayor at the premiere, all proceeds of which are going to the Emergency Drive of the National Foundation for Infantile Paralysis. Also present will be the city's former mayor, Vincent Impellitteri and Mrs. Impellitteri.

Among other personalities participating in the "Parade of Stars" will be Lady Iris Mountbatten, Nina Foch, Monica Lewis, Denise Darcel, Arlene Francis, Tex and Jinx, Red Buttons, Arnold Stang, Bambi Lynn and Rod Alexander, Morey Amsterdam, Peter Lind Hayes and Mary Healy, Paula Stone, Lon McAllister, and Warren Hull.

Her Royal Highness, Princess Wirawan of Siam will head a contingent of United Nations representatives, clad in native dress.

Tennis Stars to Be Guests

The world of sports will be represented in the "Parade of Stars" by a party of nationally-prominent tennis names including Don Budge, Billy Talbert, Sidney Woods and Gardner Mulloy.

Flying here from Europe to attend the film's debut, following completion of a business trip, will be 20th Century-Fox president Spyros P. Skouras.

Theatre-front activities will be carried to Times Square throngs by a public address system, with music by the 42nd Division Band..

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor. Published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

People

Arthur Rose has been appointed Northeastern sales representative for Buena Vista Distribution Co. and will represent the **Walt Disney** subsidiary in the Boston, Buffalo, New Haven and Albany territories, with temporary headquarters in Rochester. Rose formerly was with Universal.

◆

Helen Mourad, executive administrative secretary of the Walter Reade theatres organization, has resigned after 26 years with the company. Her resignation stemmed from the fact that the circuit had moved from New York to Oakhurst, N. J. Executive employes gave her a farewell luncheon.

◆

Norris L. McCollum is the new manager of the Empire Theatre, Daytona Beach, Fla., replacing Bob Corbitt, who has been transferred to Jacksonville by Florida State Theatres.

◆

W. L. Hill is the new owner of the Pendleton Theatre, Pendleton, N. C.

◆

Sid Reams, sales representative in Atlanta for Republic Pictures, is back in the hospital after a previous confinement.

◆

Neil Gardner has been appointed manager of the Atlantic Drive-in Theatre in Jacksonville, replacing Daniel Bagbym who moves to the Neptune Drive-in, Daytona Beach. Andy Sullivan moves from the Neptune to the Dixie Drive-in in Atlanta.

◆

Walter Betts of the Stanley Warner home office was married Saturday in Baltimore to Ethel Steinbruck.

◆

Rudy Vallee, currently in summer stock in Massachusetts, will leave for London on Sept. 1 to play the father of Jane Russell and Jeanne Crain in "Gentlemen Marry Brunettes," a Russ-Field and Voyager Production which Richard Sales will direct.

◆

Ava Gardner will come to New York shortly for a three-week publicity campaign in behalf of the benefit premiere of "The Barefoot Contessa."

◆

Irving H. Levin, president of Filmakers Releasing Corp., and Mrs. Levin became the parents of a baby girl last week, born in Santa Monica, Cal.

◆

Charles Le Maire, wardrobe director of "The Egyptian," is in Portland, Ore., for appearance in connection with the picture. He is on a tour of the Far West.

Heat Plus Good Product A Bonanza for Louisville

LOUISVILLE, Aug. 22.—The combination of summer heat and good pictures appears to be the reason for local theatres doing capacity business, Boyd Martin, motion picture editor of the Louisville "Courier-Journal," stated in a half-page feature story. Holding attractions over for four or five weeks is something new here and Martin gives some reasons. His article, in part, follows:

"Is summertime movie time? It would seem so, judging by the unusual runs of films these days.

"'Gone With The Wind,' which everyone knows is a revival and one that has often been repeated, went into its fourth week Friday at Loew's. 'The High and The Mighty' looks good for more weeks, although this one is announced by the Mary Anderson as its fifth and final week. There is also Walt Disney's marvelous nature study, 'The Living Desert,' which started another week, its fourth, at the Brown Thursday.

Films 'Above Average'

"What's the answer? Are the films unusually good? Well, they certainly are above the average, if you consider the average that was offered during the fall and winter months of 1953-54.

"There was a time when the summer was considered a 'dead season' for the motion-picture industry. It was believed, for various reasons, that audiences would not go to the movies when the days became long and the nights hot. It was thought that people would go almost anywhere else. Once a man got home from work in the summer he 'peeled off' and could not be budged from his screened porch, and certainly could not be persuaded to re-dress and go back down town. Oh, he might have piled the family in the car and driven them to a drive-in, where they could see a film new to all, without troubling to change from shorts and T-shirt.

"Consequently, motion-picture companies tended to hold back their better films when summer came around and offered theatre audiences a diet of so-called 'hot weather' pictures.

"Maybe someone has discovered that, if a theatre presents a good film, 'hot weather fare' or not, audiences will turn out no matter what the temperature.

"As far as Louisville is concerned these last few months, the weather has been more conducive to motion-picture going than doing anything else.

"People are relieved to find air-conditioning after a daily grind. If their offices are air-conditioned, so much the better. They like to go from one air-conditioned unit to another. This is especially true of those who do not have air-conditioning at home.

Children 'Catching Up'

"Of course, summer being vacation time, there are a lot of youngsters with leisure on hand and maybe they are catching up on their movie-going. Many, naturally, are accompanied by adults.

"This added business has made it very nice for the motion-picture theatres, so there is no wonder that a good film is held over. Better to keep a hit than speculate on an unknown quantity."

To Re-Book 'Caesar' Following Vacation

Booking by M-G-M of "Julius Caesar" will be resumed next month following the reopening of schools. The filmed version of the Shakespearean classic was withdrawn from circulation during the vacation season. Playdates will be resumed around Oct. 15.

The promotion and advertising campaigns that were used in some 800 engagements prior to the summer "recess" will be followed in the new bookings, with emphasis on exploitation in schools and colleges. Student attendance has accounted for a goodly slice of the exceptional boxoffice results, according to M-G-M. Educators have welcomed the film and given it splendid cooperation, the company said.

Nashville Drive-in Is Sold to Colonial

NASHVILLE, Aug. 22.—Purchase of the Bel-Aire Drive-in here by the owners of the Colonial Drive-in, Madison, from M. C. Morris and Louis Leftwich has been announced, with Charles E. Kuertz continuing as manager. The Bel-Aire was built in 1953 with a capacity of 640 cars.

Joe H. Hart, manager of Colonial Drive-in, a stockholder, disclosed plans for enlarging the screen and the refreshment facilities.

'Window' Sets Marks At 3 More Theatres

Three more theatres have been added to the group now doing exceptionally heavy business with Alfred Hitchcock's "Rear Window," according to figures compiled by the Paramount home office.

The Arcadia Theatre, Philadelphia, reports a new all-time record for an opening day gross of $4,053, while the first-day business at the Strand Theatre, Albany, N. Y., totaled $2,800, topping by 25 per cent the opening day take of "Shane."

The second week for "Rear Window" at the Warner Theatre, Atlantic City, N. J., added up to $20,000, Paramount reported. The figure represents the largest weekly gross for the house in the last 10 years.

Swedish Exhibitors See 'Scope Film

STOCKHOLM, Aug. 22.—Twentieth Century-Fox's "The Advancing Techniques of CinemaScope" received an enthusiastic reception here in a showing at the Rigoletto Theatre before an exhibitor and press audience.

The latest in a series of showings being held throughout Scandinavia, the demonstration brought out leading theatremen from all parts of Sweden with many circuit heads bringing entire staffs along for the event.

News Roundup

'Riot' at Edinburgh Festival

Walter Wanger's Allied Artists production, "Riot in Cell Block 11," will be screened at the Edinburgh Festival, marking what is said to be the first time that a strictly entertainment picture has been shown at the event. In the past, the festival has concentrated on documentaries and "experimentally realistic" film fare. Wanger and his wife are in Scotland for the screening.

◆

Seeks 'Brummel' Bow

The Boston Chamber of Commerce wants M-G-M to hold the world premiere of "Beau Brummel" in the Hub because, the C of C claims, "Boston has more well-dressed men and more chivalrous men, per capita, than any other city in the U. S." However, M-G-M has not decided yet where it will unveil the picture.

◆

'Camera' in Germany

All the interiors of the film version of "I Am a Camera" will be shot in Germany by producer Henry Cornelius. Julie Harris and Shelley Winters, Larry Harvey and Ron Randell have been engaged for top roles. Shooting will start in Berlin in October.

◆

Kings to Make 'Hannibal'

The King brothers, who made "Carnival Story" in Germany, plan a second film to be shot in Europe, this time in Italy. It will be a Superscope production, of "Hannibal," and will be released by RKO Radio, which distributed "Carnival Story."

◆

Roxy Closed Till 8 Tomorrow

In preparation for the premiere of 20th Century-Fox's "The Egyptian" tomorrow, the Roxy Theatre will be closed throughout the day, with the doors opening at 8 P.M. A special box office for the sale of reserved seats to the evening's March of Dimes benefit will be open throughout the day.

◆

'Sitting Bull Day' in S. D.

More than 75,000 persons, from all sections of the Black Hills country of South Dakota, attended last Thursday's premiere of "Sitting Bull" at the Elks Theatre in Rapid City. Mayor Harry R. Johnson proclaimed "Sitting Bull Day" in honor of the United Artists production, which stars Dale Robertson, J. Carrol Naish and Mary Murphy.

◆

Fine Arts Adds 'Prairie'

An extra showing of Walt Disney's "The Vanishing Prairie" has been added to the daily program of the Fine Arts Theatre here. The house is now opening its doors at 10:30 A.M., with the first show starting at 11.

CompoAdvertisement In Editor & Publisher Opens Fall Season

The opening of the fall and winter motion picture season is heralded in the latest advertisement of the Council of Motion Picture Organizations in the current issue of "Editor and Publisher."

The 26th and final advertisement in the COMPO series is headed "Getting Set for a New Movie Season," and is accompanied by display ads of eight producers listing their top pictures to be released this fall.

Big Pictures Forecast

The COMPO ad points out that while the film business is now a twelve-month activity, a survey of studios shows that big pictures are coming. Producers taking ads in conjunction with COMPO are Columbia, M-G-M, Paramount, Republic, 20th Century-Fox, United Artists, Universal-International and Warner Brothers.

Columbia's ad pays a tribute to the series of newspaper articles by Malcolm Johnson in the New York "Sun" on conditions along the New York waterfront, which inspired Budd Schulberg to write his powerful screen play "On the Waterfront," featuring Marlon Brando.

M-G-M Stresses Five

Metro-Goldwyn-Mayer's copy announces the following forthcoming productions: "Brigadoon," "Beau Brummel," "The Last Time I Saw Paris," "Deep in My Heart" and "Jupiter's Darling."

Paramount features the world's first picture in VistaVision, Irving Berlin's "White Christmas." Other Paramount offerings listed are Alfred Hitchcock's "Rear Window," "Sabrina," "The Country Girl" and "The Bridge at Toko-Ri."

Republic Pictures calls attention to five forthcoming pictures: "The Shanghai Story," "Trouble in the Glen," "Hell's Outpost," "Timberjack" and "Magic Fire."

'Egyptian' Mentioned

Twentieth Century-Fox's features text announcing "The Egyptian," "Woman's World," "Black Widow," "Desiree," and Irving Berlin's "There's No Business Like Show Business."

United Artists lists three of its outstanding productions: "The Barefoot Contessa," "The Purple Plain" and "Vera Cruz."

The Universal - International ad tells of the following new pictures: "Sign of the Pagan," "The Far Country," "The Shrike," "To Hell and Back," starring Audie Murphy and depicting his experiences in World War II, and "The Benny Goodman Story," described as "a musical biography of the life of America's King of Swing."

Warner Brothers calls attention to the following coming productions: "A Star Is Born," "Dragnet," "Drum Beat," "Young at Heart" and "Battle Cry," with Van Heflin, Aldo Ray, Mona Freeman and others.

Jackson Returns

Wilfred Jackson, veteran cartoon director for Walt Disney, has returned from a three-month European tour to direct several subjects for "Disneyland."

Intimacy in Film Not Aided By 'Scope or VV: Curtiz

CinemaScope and VistaVision, the latter not as yet seen by the general public, are not helpful in filming intimate stories, Michael Curtiz, director of 20th Century-Fox's CinemaScope production, "The Egyptian," declared here during a Sherry Netherlands Hotel trade press interview at the weekend.

Sees Demand for Stars

Maintaining that the new media are "wonderful for films and are quite effective in outdoor themes" Curtiz asserted that a major problem confronting Hollywood production studios is the lack of leading actors and actresses. "The public is to blame in this situation for they do not go to see a film unless there is a headliner, top name personality, in the pictures," the veteran director stated.

"The studios should develop more unknown talent because in Hollywood there is a lack of fresh material," Curtiz said. "An actor or actress can learn to act, but a person's personality, which attracts, is inborn," he said. That is what is needed, Curtiz added.

The star problem is very serious for if a film is to do well at the box-office, a name actor or actress is needed and compensation for the role portrayed is high and, in turn, causes huge production costs, Curtiz said.

'Story Utmost'

Diplomatic in references to both CinemaScope and VistaVision since he has just completed directing "The Egyptian" for 20th-Fox and has just signed a five-year contract with Paramount Pictures and has completed directorial chores on the first VistaVision film, "White Christmas," not yet released, Curtiz stated that "the story is still utmost in a film."

"Both CinemaScope with its aspect ratio of 2:55 to 1 and VistaVision's 1:85 to 1 are highly effective and will bring audiences to the theatres," Curtiz said, "but I like VistaVision much more because of its height."

Camera Area a Problem

The filming of intimate stories in CinemaScope or VistaVision is difficult due to the large area of territory covered by the camera, Curtiz said. "In some cases we had to round out a scene by putting in more background props," he explained.

However, there is no definite rule on how to make a good picture, Curtiz said. At present, it is difficult to find good stories for "quality" is more in demand than quantity, he said.

The next film which Curtiz is to work on is "The Vagabond King" which is to be followed by a remake of "The Covered Wagon," both VistaVision productions under his new pact. The director completed a three-year contract with Warner Brothers where he had a 25 per cent interest in the eight films he made during that period. "I lost money under that agreement," Curtiz said.

Worked on Two at Once

Talking about "The Egyptian," Curtiz stated that he worked on a straight salary deal for the studio. "I started work on 'The Egyptian' while I was completing 'White Christmas' for Paramount," he said.

Curtiz revealed that he has not seen the 20th-Fox production as yet due to producer Darryl F. Zanuck's rush to get the picture into release.

Oscar Morgan

(*Continued from page* 1)

days from Oct. 24 to 30, inclusive.

Morgan joined Paramount in the early fall of 1914 and has held sales executive positions with Paramount in both the field and the home office. He has been general manager for short subjects and newsreels since 1941, when this department was created.

Drive Opens Sunday

The national sales drive, titled "Paramount's 40th Anniversary—A Salute to the Future," will open next Sunday and continue for 14 weeks to Dec. 4.

Coast Press to See 'Christmas' Today

HOLLYWOOD, Aug. 22.—More than 300 members of the press, representing all of the major newspapers, magazines, syndicates and networks, will be on hand tomorrow when Paramount holds the first full-length showing of Irving Berlin's completely new musical "White Christmas," the studio's first film to be produced in the spectacular new system, VistaVision.

Two screenings of the Technicolor musical, starring Bing Crosby, Danny Kaye, Rosemary Clooney and Vera-Ellen with Dean Jagger, will be held in Paramount's newly-constructed VistaVision Theatre, the former Stage 17, especially rebuilt for the presentation of VistaVision on a recently installed high-wide screen.

Terry Ramsaye

(*Continued from page* 1)

Rev. Merrill F. Clarke, pastor of the Congregational Church of New Canaan.

Among industry figures who paid tribute to the industry journalist and historian were William F. Rodgers, who said, "Terry Ramsaye has served the industry well and it was my good fortune to enjoy his friendship for many, many years. He was a personality in this business that will not soon be forgotten."

Tribute by Seadler

Silas F. Seadler, advertising manager of M-G-M: "It is hard to believe that so vital a personality is no longer with us. He made a major contribution to motion picture journalism—but equally important he has left behind him the warmth of his friendship and the impress of a wonderful personality."

Congress Approves Social Security Bill

WASHINGTON, Aug. 22. — Congress on Friday approved the Administration's social security bill after Senate and House conferees compromised a week-long deadlock over variations in the two versions.

The bill would increase the "wage base" on which employers' and employees' contributions to the old-age and survivors insurance program are determined from $3,600 a year to $4,200.

Cinerama

(*Continued from page* 1)

Sept. 30. First shown at the Broadway Theatre, it was transferred to the Warner Theatre in June of 1953.

The film that created the technological revolution in Hollywood is expected to give way shortly, however, to the second film made in the process, Louis de Rochemont's "Cinerama Holiday." The specialized nature of the presentation precludes the possibility of any substantial increase in the number of theatres equipped for the process in this country, according to company executives.

Prospects Abroad Bright

Opportunity for widespread overseas exhibition, though, is bright, it was stated. The film's commentary by Lowell Thomas is currently being dubbed into Arabic for exhibition in September at the International Trade Fair in Damascus, Syria. Over 3,000 visitors from all parts of the Near-Eastern world are expected to be nightly guests of the United States Information Service in the large open-air theatre now under construction.

Based on present total attendance figures it is estimated 8,750,000 people will have seen "This Is Cinerama" just two years after the first showing of the film and during its exhibition in 14 cities.

Largely Visitors

In New York, Chicago and Los Angeles, from 30 to 40 per cent of attendance consists of visitors to the city, mostly from small communities. Their word-of-mouth recommendations are expected to keep the show going in present situations for some time to come, it was said.

Title Bout

(*Continued from page* 1)

for the Sept. 15 event, to be staged at New York's Yankee Stadium. All told, RKO Theatres, Loew's and Stanley Warner have 19 theatre TV-equipped houses among them.

Despite the hold-outs, TNT claimed that it is far ahead in bookings as compared to an equivalent period for previous fight telecasts.

See Music Groups Aided By Telecast of Opera

Civic and music groups throughout the U. S. will benefit from the closed circuit theatre telecast of the Metropolitan Opera on Nov. 8 by Theatre Network Television, according to Mrs. Herbert Witherspoon, director of the Opera Guild.

Local Committees Participate

The large screen telecast of the opening night of the opera will be shown in theatres with local committees of Guild members supervising the sale of tickets.

Some of the other groups participating in this national event include the Denver Symphony and Denver Symphony Guild, the St. Louis Grand Opera Guild, Chicago's Allied Artists Corporation, the Richmond Opera Guild, the Baltimore Opera Guild, the Opera Guild of Southern California (Los Angeles), the National Opera Guild of Washington, D. C., the Indianapolis Matinee Music Club and the Pittsburgh Opera Incorporated. Negotiations with similar organizations in other cities are currently under way.

Starr Urges an Int'l Association

(*Continued from page* 1)

graph Exhibitors Association in Great Britain for a global alliance, Starr stated. "An exchange of information regarding product, techniques, processes and equipment could be effected," he asserted. "However, before a world-wide exhibitor group is formed, it is logical and advisable that U. S. exhibitor groups form their own alliance first," the Tennessee theatre executive said.

"The film industry throughout the world would be much stronger if all exhibitors were united in a solid front because their bargaining position with distribution would be very much improved," Starr declared.

Starr revealed that at present the TOA and CEA have developed liaison whereby viewpoints and mutual problems are discussed. Bob O'Donnell, TOA board member, and Starr were in London at the time of the CEA convention and it is expected that CEA president Claude Whincup and Walter Reginald Fuller, CEA secretary, may attend the TOA convention in Chicago on Oct. 31 to Nov. 4.

All exhibitors should know about product and equipment, new processes and techniques, Starr said. At present a British film, "Doctor in the House," is doing very good business throughout Great Britain and there isn't any reason why it wouldn't do well in U. S. theatres, Starr stated. "We pass up many good foreign pictures because of lack of knowledge about them," the exhibitor official said.

Herman Levy Praised

Starr also mentioned that foreign exhibitors were grateful to Herman Levy, TOA general counsel, who on his European trip last year, informed them about theatre equipment for stereophonic sound.

"A global exhibitor organization can cause no harm; it can cause good feelings all around," Starr said. "Keep in mind all the benefits which could accrue from a U. S.-CEA exchange of information."

Costs a Headache

Commenting on his two-month tour throughout Great Britain, Scandinavia, Holland, France and Germany, Starr stated that European exhibitors had questioned him about CinemaScope and VistaVision and were mainly worried about equipment costs for each medium. Starr said that he has not as yet seen VistaVision, but he understood that a theatre need not buy additional equipment in order to exhibit a film photographed in that medium. "The rising theatre costs are in the front of all exhibitor problems," he said.

Sees Foreign Business Good

Foreign exhibitors feel that the new media have given the box-office a "shot in the arm" even though Europe is quickly recovering from the effects of the war, Starr said. Optimistic about the foreign business in general, the TOA board member stated that "U. S. films are doing very well in all situations." He revealed that Columbia's "The Caine Mutiny," which opened in London last week, is doing exceptionally well.

'No Fear of TV'

Asked about British exhibitors' reactions to commercial television, which is to start throughout the British Isles early next year, Starr stated that "British showmen have no fear of commercial television." Commercial TV will not make the same inroads in British exhibition as it has made in the U. S., he inferred.

Starr stated that officials of CEA were concerned about the J. Arthur Rank theatres' withdrawal from the exhibitor organization over the English government's tax issue.

RKO Product

(*Continued from page* 1)

way be overbalanced in favor of one type of story, Grainger said.

"We can offer exhibitors the best in comedy, drama, western, adventure, and 'sock' action pictures," Grainger said. "This trend away from trends is evident in current big box office successes such as 'Susan Slept Here,' a comedy; 'Caine Mutiny," drama; 'Prince Valiant,' adventure; 'Apache,' western; 'Rear Window,' melodrama; 'The High and the Mighty,' suspense drama; 'Student Prince,' musical; and 'The Robe,' a spectacle. This wide assortment of story material proves the public is not trend minded.

Using Several Media

"Not only has RKO planned for an assortment in picture appeal," continued Grainger, "but we are the only studio making films in all types of projection. 'The Conqueror' will be in CinemaScope. 'Girl Rush," starring Rosalind Russell, will be in VistaVision. An undetermined number of RKO pictures will be in Superscope, the process developed by the Tushinsky brothers at the RKO Studios. I think we have laid out a wise plan this year that will pay off big for the exhibitor at the box office because we are offering the widest assortment of hits in the history of RKO."

Product Itemized

Listed among the "diversification" plan of RKO product are: "The Conqueror," adventure; "Susan Slept Here," comedy; "The Big Rainbow," underwater action drama; "Cattle Queen of Montana," western; "Africa Adventure," documentary, filmed in Africa; "Girl Rush," comedy; "Jet Pilot," dramatic air spectacle; "Son of Sinbad," romantic adventure story; "Americano," South American romance, and "Passion," a western story of early day California.

NYC Exhibitors Meet Today on Tax

New York City exhibitors, circuit officials and independent operators, and their attorneys, will meet today at the Loew's home office to discuss and plan additional moves in their fight against the five per cent admission tax.

A proposal to be discussed, it is expected, is the enjoining of the current suit by all exhibitors. The temporary injunction in effect at present is expected to be heard around Sept. 15.

Cordiality

(*Continued from page* 1)

would rule out the possibility at this stage of Allied taking its trade practice complaints to governmental agencies for redress.

The print situation, film rental terms, and production and releasing plans were among the chief items discussed at last week's Allied meetings, according to the canvass of distribution offices. It was further learned that due to a last-minute hitch in plans the Allied committee was unable to confer with Ray Moon of Universal.

Some Bottle-Necks Cited

Distribution's views regarding the print situation were reported to have been relayed to the Allied members. One distribution head pointed out the trouble his company was having in clearing Technicolor prints with the laboratories, necessitating at times a hold-up in releasing plans. Another distribution chief argued that the quicker playoff time in today's market occasionally created bottle-neck print conditions in some areas.

The everlasting difficulty of satisfying exhibitors on film rentals was expressed by one distribution source, who scoffed at the charge made by exhibitor organizations that distributors today were using the print situation as a lever to obtain better film rentals or discriminatory clearances.

Allied

(*Continued from page* 1)

last week by a special Allied trade practices committee. The report of those parleys will be submitted to the national board here during the next two days and will be the basis for determining future action.

Aside from the protests over rental prices, the board has other important topics on the agenda. One of them, closely connected with the rentals situation, is a proposal to set up state booking and buying combines. This may be an off-shoot of a plan, projected last year by Jack Sharkey of Detroit and Jack Kirsch of Chicago, for a national booking organization. Several meetings were held on the plan but it appears to have been side-tracked. However, a revival of the proposal may come at the board sessions here.

Will Discuss Makelim Plan

The extent of possible cooperation with the Cinamatograph Exhibitors Association of Britain also will be considered at the board meetings, as well as the progress made with Hal Makelim in his production plan, which was instigated by national Allied.

Another item on the Allied board meeting's agenda may be the development of the plan whereby exhibitors would buy stock in the major film companies in an effort to have some voice in distribution and production.

In the THEATRE Equipment *& Refreshment* World . . .

. . with RAY GALLO

"THE HILUX VAL" is a new prismatic anamorphic lens (see photo) made by Projection Optics Co., Rochester, N. Y., and distributed by the Raytone Screen Corp., Brooklyn, N. Y. The lens has an anamorphic magnification spread from zero up to the full 2:1 ratio for CinemaScope. It is cylindrical in shape and screws directly onto the objective lens without special attachments to the projector face or chassis. The variable prisms in the lens are individually adjusted by two independently controlled knobs. With the projector aligned for normal projection, the two knobs on the "Hilux Val" are merely turned until both sides of the screen are filled, it never being necessary to shift the projector in any direction. The "Hilux Val" can be used with all standard projectors and lenses.

●

Roy Boomer, TESMA secretary, sends us word that a large number of projector and lens manufacturers have reserved booths for the TESMA trade show, being held in Chicago at the Conrad Hilton Hotel Oct. 31 through Nov. 4th, in conjunction with conventions of TEDA, TOA, IPA, and TESMA. The projection companies who will exhibit include Century Projector Corp., International Projector Corp. Motiograph, Inc., Paromel Electronic Corp., RCA, Wenzel Projector Co., and others. Some of the lens manufacturers who will exhibit are Bausch & Lomb Optical Co., Bell & Howell Co., Walter Futter Co., Kollmorgen Optical Corp., Projection Optics Co., Wollensak Optical Co., and others.

●

The Somerville drive-in theatre, Somerville, N. J., has installed new "Excelite 135" projection arc lamps burning at 132 amperes to project a picture 120 by 60 feet. The installation was made by National Theatre Supply, New York.

●

David E. Feinberg has been elected president of the U. S. Air Conditioning Corp., Minneapolis. He was formerly vice-president of the firm.

●

A new series of adjustable and non-adjustable circular diffusers in its line of "Agitair" equipment has been announced by Air Devices, Inc., New York. Literature describing them is available from the company.

YOUR WISH IS OUR COMMAND, MR. SCHLANGER!

"IT SHOULD
BE MADE
AVAILABLE
TO BE SHOWN
TO THE PUBLIC."
—*Ted Schlanger*
Stanley Warner, Phila.

In Response To Exhibitor Requests
20th Century-Fox Announces A

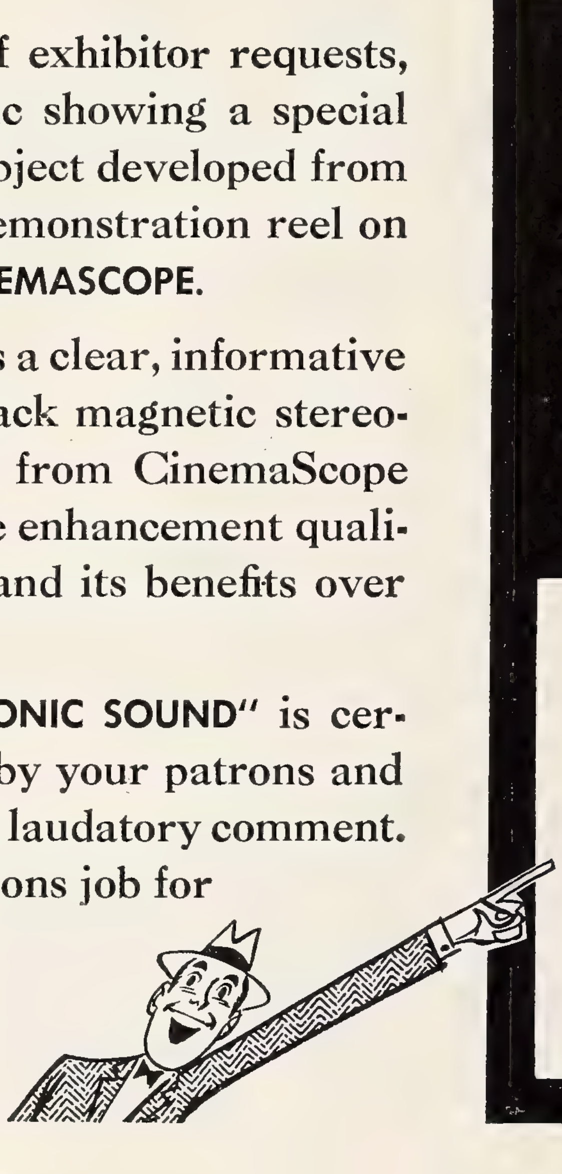
FREE CINEMASCOPE
SHORT SUBJECT ON
"THE MIRACLE OF STEREOPHONIC SOUND"

In response to hundreds of exhibitor requests, we are making available for public showing a special CinemaScope Technicolor short subject developed from the opening section of our recent demonstration reel on **THE ADVANCING TECHNIQUES OF CINEMASCOPE.**

This one-reel subject affords a clear, informative and fascinating explanation of 4-track magnetic stereophonic sound. Using actual scenes from CinemaScope productions, it vividly illustrates the enhancement qualities of 4-track stereophonic sound and its benefits over any other sound system.

"THE MIRACLE OF STEREOPHONIC SOUND" is certain to be enthusiastically received by your patrons and will arouse wide-spread interest and laudatory comment. It will do a tremendous public relations job for you. And **IT'S FREE!**

TELL YOUR PATRONS ABOUT GENUINE 4-TRACK MAGNETIC STEREOPHONIC SOUND!
This CinemaScope Short Subject explains it in detail!



IT'S FREE!

Available Aug. 26! Get in touch now with your 20th branch manager.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 76. NO. 38 NEW YORK, U. S. A., TUESDAY, AUGUST 24, 1954 TEN CENTS

TOA MEETS TODAY WITH SALES HEADS ON INDUSTRY PROBLEMS

Distribution managers will confer here this morning with representatives of Theatre Owners of America on general industry problems, including the print supply situation.

The meeting, to take place in the Paramount board room, is the third of its kind initiated by TOA president Walter Reade, Jr., who will head the TOA delegation. It is expected that some part of the discussion will be centered on industry advertising and publicity methods. The agenda, it was stated, has been loosely drawn, permitting the TOA group to advance almost any general industry problem, exclusive of trade practices.

Heading the sales manager group will be Charles Boasberg, soon to resign as chairman of MPAA's sales managers committee. Boasberg recently associated himself with the new Distribution Corporation of America and will resign as sales manager of RKO Radio Pictures. The new RKO Radio sales manager, Walter Branson, is expected to be present at today's meeting.

Justice Clears the Way

SEE NEW MAKELIM PLANS IN OFFING

Divorcement-Formed Chains May Now Join Makelim Program on Competitive Basis

The green light for expanding exhibition-sponsored productions was seen as having been given in the wake of the Washington announcement concerning the Makelim plan as applied to circuits formed under divorcement.

In Washington, producer Hal R. Makelim said he had been given approval to sell his 12-picture package on a competitive basis to theatre circuits formed by divorcement of Paramount-case defendants.

The approval given by the Justice Department, was viewed here in Theatre Owners of America circles as opening "tremendous vistas" for similar plans. Projects to aid in the financing of new pictures will certainly be discussed at the fall TOA convention, it was stated, and the Justice Department ruling, it was added, will surely stimulate such projects.

It was pointed out that such divorcement-formed circuits as American Broadcasting-Paramount Theatres and Stanley Warner Theatres are TOA members. It also was pointed out that prior to the Justice Department ruling such circuits may have felt they could not join in such plans as that

(*Continued on page 7*)

NYC Theatres Plan Entry Into Tax Suit

Plans are now underway to join all New York City's motion picture theatres as party plaintiffs in the Queens admission tax suit against the city through the Metropolitan Motion Picture Theatres Association and the Independent Theatre Owners Association, it was learned yesterday following an exhibitor meeting which was held at Loew's home office here.

It is expected that the MMPTA and ITOA will prepare briefs which will be presented to Supreme Court

(*Continued on page 7*)

Gregory, Goldman Form New Company

PHILADELPHIA, Aug. 23.—Theatrical producer Paul Gregory and William Goldman, head of a Pennsylvania circuit of 20 theatres, have announced the formation of an independent company, named Gregory-Goldman Enterprises, Inc., for the production of major motion pictures

(*Continued on page 7*)

SPG Journal Airs Symposium on Code Revision Viewpoints

HOLLYWOOD, Aug. 23.—Stressing the basic difference between "accepted" and "acceptable" as terms used in reference to customs and morality, Jack Vizzard, assistant to the director of the Production Code Administration, pointed out in an article written for the new edition of the "Journal of the Screen Producers Guild," published at the weekend, that most advocates of changes in the code overlook the important fact that "it would be an error to look to everything that happens in society, even on a large scale, as the measure by which the code should adjust itself to keep pace with the changing times. It may be a positive and long step backwards."

The Vizzard article, entitled

(*Continued on page 7*)

'White Christmas' In VV Demonstration

HOLLYWOOD, Aug. 23.—Paramount's VistaVision process proved itself brilliant today. Although demonstrated previously with specimen footage selected to show its versatility and capacity, today's press preview of "White Christmas" was the first time that VistaVision had been seen in perfected application to a completed release print of a finished picture.

In its two hours of running time "White Christmas" contains the widest possible variety of camera angles, focal depths and photographic hazards, and VistaVision handled them all handsomely.

Today's screening, on the sound

(*Continued on page 8*)

Celebrities to Attend Tonight's Benefit Bow Of Fox's 'Egyptian'

The world premiere of Darryl F. Zanuck's CinemaScope production, "The Egyptian" at the Roxy Theatre here tonight, a March of Dimes benefit event, will be attended by a distinguished audience comprising top industry figures, show business celebrities and dignitaries from all walks of life.

The charity debut of the $5,000,000 CinemaScope picture will aid the Na-

(*Continued on page 8*)

Sales Meeting Here For A.A. Monday

Maurice Goldstein, vice-president and general sales manager of Allied Artists, has called an executive sales meeting for next Monday, replacing the conference which was to have been held yesterday.

Attending next Monday's meeting

(*Continued on page 8*)

Question of Federal Aid on Rental Splits Allied Board

By JAMES D. IVERS

WHITE SULPHUR SPRINGS, W. Va., Aug. 23.—The grave and thorny step of appealing for government intervention in the matter of distributor sales policies occupied the sole attention of the summer board meeting of Allied States here today. In a heated and sometimes impassioned session which lasted all day until well past the dinner hour, the national board of directors heard the report of a committee which last week interviewed sales managers in New York, and then were unable to agree on the form or wording of their recommendation to Allied's national convention, meeting Oct. 12 in Milwaukee. A committee will thrash out the question tonight and tomorrow morning.

The directors were unanimously

(*Continued on page 8*)

Skouras Studied UK Lens Bottleneck

LONDON, Aug. 23.—The anamorphic lens supply situation in Britain was given the personal attention of 20th Century-Fox president Spyros P. Skouras during his visit here. He left for New York by plane tonight.

J. Arthur Rank's British Optical and Precision Engineers is the sole supplier here of the lenses and delivery date of current orders has now been put back to January, causing a bottleneck. Installations of CinemaScope in this country now number 461, but the figure undoubtedly would be much

(*Continued on page 8*)

In This Issue

The story of Paramount Pictures 40th Anniversary Drive, the slogan for which is "Paramount Salutes the Future," is told in pictures and text on Pages 4 through 6 of today's issue of Motion Picture Daily. Turn to it now.

Personal Mention

SPYROS P. SKOURAS, president of 20th Century-Fox, will return to New York today from Europe.

•

EUGENE J. ZUKOR, executive of International Telemeter Corp. and the Paramount studio, will leave New York with MRS. ZUKOR tomorrow for Hollywood.

•

MARC SPIEGEL, European representative of the Motion Picture Export Association, will return to Paris from New York aboard the "Liberte" on Thursday.

•

JOHN C. FLINN, advertising-publicity director of Allied Artists, arrived in New York yesterday from the Coast and Midwest stopovers.

•

LEONARD PERLMAN, manager for United Artists in South Africa, and MRS. PERLMAN are vacationing in Europe from Johannesburg.

•

JOSEPH SHULMAN, attorney for Shulman Theatres, Hartford, is in Los Angeles from there with MRS. SHULMAN.

•

ROGER LEWIS, United Artists advertising manager, has returned to New York from the Coast.

•

LEO PILLOT, 20th Century-Fox special events director, has returned to New York from the Midwest.

•

DAVID HANNA, publicity representative for Figaro Productions, will leave New York today for Havana.

•

WILLIAM ZOELLNER, M-G-M short subjects sales manager, will leave here this week for Albany, N. Y.

Film Counsel Dead

ALBANY, Aug. 23.—Charles J. Tobin, 72 years old, who was counsel and secretary of the New York State Catholic Welfare Committee for 34 years and its representative on censorship and other legislative matters before state departments here, died of a heart attack last Friday and was buried today.

William Carter, 45

LONDON, Aug. 23.—William J. Carter, manager of the export department and accessories for United Artists here, died of a heart attack while vacationing with his wife and five children on Aug. 10. Carter, 45, has been with UA for 24 years.

Date Brazilian Film

"Cangaceiro," (The Bandit), first Brazilian film to be shown here, will have its American premiere at the Trans-Lux Normandie Theatre on Sept. 2. The film, which won the 1953 Cannes Film Festival award for the best adventure film, is being distributed worldwide by Columbia Pictures.

Sam E. Morris Dead, Was W. B. Executive

HOLLYWOOD, Aug. 23.—Funeral services will be held here tomorrow at Forest Lawn for Sam E. Morris, retired Warner Bros. executive, who died here on Sunday. Morris, who was 73 years old, is survived by the widow, one son and five grandchildren.

Before joining Warners, Morris was vice-president and general manager of Select Pictures Corp., New York, and had been an owner of the Home Theatre circuit and others in Cleveland. He was head of distribution for Warners and reorganized its sales force when the Vitagraph company was acquired. In 1932 he was head of sales for Warners-First National, and in 1941 was in charge of the Warner theatre department.

SPG Annual 'Ball' Tickets Now on Sale

Tickets for the New York Screen Publicists Guild second annual "Movie Page Ball," which will be held on Oct. 15 at the Hotel Pierre here, are now on sale. Tickets are $5.50 per couple and can be purchased from any home office SPG member.

The Guild, sponsor of the show, decided after a successful 1953 fete to make it an annual affair. A satirical blackout revue, "A History of the Motion Picture," written and acted by SPG members received good notices by the trade press.

Leaving Para. for Local H-63 Post

David A. Cassidy, head of Paramount Pictures International accounting department and president of Motion Picture Home Office Employees, H-63, IATSE, will resign from his film company position effective Sept. 3 to devote his full time to the union activities, according to Russell M. Moss, executive vice-president of H-63.

A successor to Cassidy, who has been with Paramount for over 30 years, has not been named as yet.

Goldberg Is I.F.E. Publicity Manager

Fred Goldberg, who has resigned as vice-president of the Norton and Condon publicity firm, will rejoin Italian Films Export as publicity manager, the post he occupied before joining Norton & Condon. Goldberg replaces Ben Kornzweig who resigned to become a partner in the advertising and publicity firm of Burstin & Co., Inc.

Conn. MPTO Golf Today

HARTFORD, Aug. 23.—The annual golf tournament of the Motion Picture Theatre Owners of Connecticut slated for tomorrow at the Racebrook Country Club, Orange, Conn., is expected to draw a large group of contestants, according to Herman M. Levy, general counsel of Theatre Owners of America and executive secretary of the state association.

Cite Jack Warner For 'Battle Cry'

HOLLYWOOD, Aug. 23.—Col. Jack L. Warner was honored today by the U.S. Marines for faithful portrayal of the Marine fighting spirit in Warner Bros.' "Battle Cry."

An engraved plaque was presented to Jack M. Warner, who accepted the citation in behalf of his father, who is now in Europe.

CBS Expects 81 Color TV Stations

With the color presentation of Ed Sullivan's "Toast of the Town" from the newly designed studio here Sunday night, the CBS Television Network launched its 1954-55 color program schedule of more than 76 productions which by January will be carried on at least 81 stations throughout the country.

Known as CBS Television Studio 72, the nation's newest color television theatre will be the East Coast origination point for more than 50 color programs during the coming season. Other major programs will emanate from CBS Television City, Hollywood, the first plant designed especially for television, which opened Nov. 15, 1952, its four tremendous stages already equipped with many of the basic requirements for color programming. Its equipment includes the first major installation of the all-electronic lighting system designed by George C. Izenour and acclaimed "the most important single development that has been made in the theatre during the past 25 years" by such authorities as Jo Mielziner, world's foremost stage designer.

Indonesia Problem Before MPEA Today

The Indonesian situation and further talks on the Italian pact will highlight today's agenda of the foreign managers meeting here at headquarters of the Motion Picture Export Association.

The MPEA meet is expected to hear word on the action taken in the Indonesian capital on the new proposed 66⅔ remittance tax, which American film companies describe as confiscatory. Regarding Italy, the sales managers are expected to discuss the division of licenses among MPEA member companies.

'Dragnet' in Special Radio, TV Tieups

Warner Brothers' "Dragnet" has been set for radio and television promotion over all air shows which are sponsored by Chesterfield Cigarettes, the film company has announced.

A special television trailer, made by Jack Webb, star-director of the film, and radio and television show, will be presented for four weeks at the conclusion of each TV show, beginning Thursday. Radio plugs, also recorded by Webb, will begin today following the radio "Dragnet" program.

Film Companies Set Product Screenings For TOA Convention

Major motion picture companies will present important scenes from their current and future product at a special screening on Nov. 1, for members attending the 1954 Theatre Owners of America convention and TESMA - TEDA - TOA - IPA trade show, Oct. 31 through Nov. 4, at the Conrad Hilton Hotel in Chicago.

Columbia, 20th Century-Fox and RKO Radio are preparing special reels to give TOA delegates a picture of things to come. Other companies are expected to do the same. All have been invited by Walter Reade, Jr., TOA president, to participate.

Reade Praises Plan

"It is paradoxical, but true, that often our annual conventions exhibit everything but our chief stock in trade, motion pictures," Reade stated.

"I am certain that all delegates will welcome this screening to see first hand, well in advance, the kind of product they may expect in the future. Also it will give the film companies an excellent opportunity to help erase some of the fear that many exhibitors have concerning the quantity and quality of up-coming features," he said.

Bogeaus Buys 'Bow' For RKO Distribution

Purchase of Kenneth Perkins' Colliers Magazine story, "Bow Tamely to Me," and the signing of Barbara Stanwyck to star in the principal feminine role, was announced yesterday by Benedict Bogeaus, who will produce the feature for RKO Radio distribution.

The story will be filmed in color by Technicolor and Superscope. It is slated to begin on Oct. 1.

C. J. O'Connell Dead

OTTAWA, Aug. 23.—Cornelius J. O'Connell, 52, manager of the Eastview Theatre here and formerly manager of the Centre and Westbor Theatres, died suddenly here today.

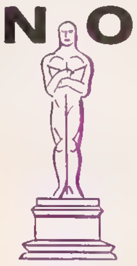
NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"SEVEN BRIDES FOR SEVEN BROTHERS"
in CINEMASCOPE starring
JANE POWELL - HOWARD KEEL
Color by ANSCO - An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

WARNER BROS. PRESENT
KING RICHARD AND THE CRUSADERS
CINEMASCOPE AND WARNERCOLOR
STARRING REX HARRISON · VIRGINIA MAYO · GEORGE SANDERS · LAURENCE HARVEY
COOL AT PARAMOUNT B'WAY at 43rd St

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor. Published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

THE SONG-AND-DANCE MAN WHO WON AN OSCAR



FRANK SINATRA

the hottest commercial property in the entire entertainment industry!

His records sell by the millions ...his TV appearances are applauded by more millions...his electrifying performance in "FROM HERE TO ETERNITY" won him an Oscar.

Movie-goers in every corner of the country are now eagerly awaiting his first starring role. And they're in for a new thrill as Frankie plays a new kind of role—a tough, terrifying killer!

FRANK SINATRA

tears loose with a gun in his hand

in "...Suddenly!"

FRANK SINATRA and STERLING HAYDEN in ..."Suddenly!"

with JAMES GLEASON · NANCY GATES · KIM CHARNEY · PAUL FREES
Original Screenplay by RICHARD SALE · Produced by ROBERT BASSLER · Directed by LEWIS ALLEN
A Robert Bassler Production

ALITY PICTURES UA IN QUANTITY

35TH ANNIVERSARY 1919 UA 1954

New Para. Releases Good News to B. O.

THE slogan of Paramount's 40th Anniversary Drive which touches off its 1954-55 season is "A Salute to the Future."

For the year immediately ahead, Paramount is continuing and intensifying its established policy of big pictures, with big-name boxoffice stars and, of course, with VistaVision, which will make its bow in the near future.

Already in release in some parts of the country are three productions which have scored wherever they have opened: "Living It Up," the Dean Martin-Jerry Lewis extravaganza based on the Broadway stage hit, "Hazel Flagg;" "Knock on Wood," the Danny Kaye comedy-romance, and "About Mrs. Leslie," Hal Wallis' production starring Academy Award winner Shirley Booth and Robert Ryan.

Seven other big films will shortly be released. These are headed by Alfred Hitchcock's "Rear Window," which stars James Stewart and co-stars Grace Kelly, Wendell Corey and Thelma Ritter.

Three Academy Award Winners

Following "Rear Window" will be "Sabrina," "The Country Girl" and "Conquest of Space," with "The Bridges at Toko-Ri," "Mambo" and "Ulysses" following. "Sabrina" was adapted from the Broadway stage hit, "Sabrina Fair," and co-stars three Academy Award winners—Humphrey Bogart, Audrey Hepburn and William Holden—under the production and direction of Billy Wilder.

In "The Country Girl," audiences will see a new Bing Crosby. For a long time Bing has been justly hailed as one of the greatest entertainers in America. Now he reveals himself as a great dramatic star as well. Grace Kelly and William Holden, who are co-starred with him in the film, give equally wonderful performances.

New Science-Fiction Film

"Conquest of Space" is a new science-fiction picture by George Pal, who produced "The War of the Worlds" and "When Worlds Collide". It is in color by Technicolor.

"Ulysses," based on Homer's Odyssey, has been produced in color by Technicolor by Lux Films and stars Kirk Douglas and Silvana Mangano. It was filmed entirely on location in Italy by Dino de Laurentiis and Carlo Ponti.

"Mambo" is the story of two beautiful women fighting for one man, and set in the romantic backgrounds of Italy, where it

(*Continued on page 6*)

"Sabrina," adapted from the Broadway stage hit "Sabrina Fair," stars three Academy Award winners—Humphrey Bogart, Audrey Hepburn and William Holden. It was produced and directed by Billy Wilder.

"Rear Window," the Alfred Hitchcock production starring James Stewart and co-starring Grace Kelly. Irving Berlin's "White Christmas," below, as the entire industry knows by now, is Paramount's first VistaVision production. Starring Bing Crosby, Danny Kaye, Rosemary Clooney and Vera-Ellen.

PARAMOUNT PICTURES' executives who have mapped policies and activities for the company's 40th Anniversary Drive and who will direct their execution. At right, Barney Balaban, company president; above, from left to right, Paul Raibourn, vice-president; A. W. Schwalberg, vice-president in charge of distribution; Jerome Pickman, director of advertising-publicity.

Story First, DeMille Says

BY CECIL B. DeMILLE

The first star of a motion picture should be its story. If this star is properly cast—with drama turning upon drama in an ever-widening, accelerating orbit — its spectacular production-value satellites fall logically into place.

C. B. DeMille

Once the course and character of this first-magnitude star have been charted, it should be surrounded by a galaxy of stars which fit properly into its field. If their brilliance adds lustre to the main star, so much the better.

Established Course

This is the course I have followed for years—recently in "The Greatest Show on Earth" and currently in preparing "The Ten Commandments" in VistaVision. While I sometimes have used little-known players if they fitted roles better than established stars, I naturally prefer talent with names.

We have been fortunate in casting "The Ten Commandments" to find players with both great ability and boxoffice attraction—Charlton Heston as Moses, Anne Baxter as Nefretiri, Yul Brynner as Rameses II, Cornel Wilde as Joshua, Sir Cedric Hardwicke as Pharaoh Sethi and Vincent Price as the Master Builder.

Ability being equal, other roles remaining to be cast will be filled with players of star calibre.

Promotion for New Para. Films on Intensive Scale

Paramount's promotion program for the coming year will continue along the same proved-successful pattern as before, of intensive concentration on the ticket-selling level, the company states.

This policy, established several years back, has been based on the company's realization that the motion picture industry today is in a far more competitive position than ever before, and that publicity, advertising and exploitation activity must be concentrated at the level at which the American family makes the actual decision as to exactly how to spend its entertainment budget.

In line with the Paramount promotion program, there is no such thing as a "generalized selling approach." Each picture on the schedule is individually analyzed and examined for the specific angles which suggest the most logical selling campaign.

A certain amount of national advertising in national and fan magazines is of course scheduled. But beyond this and trade paper advertising the actual promotion campaigns follow a pattern of regional concentration hitting solidly the area surrounding each key city into which the film has been booked, and spreading outward as the film is booked into outlying areas.

Cooperative promotions are an essential feature of the Paramount plan, for greatest concentration within each area and each key city playdate. Radio and television are also set up on a localized schedule to give this type of promotion the greatest specific ticket - selling force, and posting is scheduled to coincide with greatest playdate concentration.

The Paramount staff of merchandising representatives is augmented whenever necessary for specific picture promotions, so that each major playdate can have individualized campaigns worked out in collaboration with the local theatre promotion staff.

It's an ambitious program, and a good program, with the successful results of the past offering sound assurance of equal success on the outstanding list of top-quality attractions due from Paramount, the company asserts.

Hartman Says Stars Wanted

BY DON HARTMAN

Supervisor of Production, Paramount Studios

We have been working under a policy established some time ago in regard to Paramount production. Stories are found and adapted and then we set about finding the star who best fits the role. With a script prepared we are nearly always ready to start a picture in minimum time and if we are able to make the roles attractive enough, we can almost always have our pick of the stars who are constantly searching for roles of high merit.

Don Hartman

So we are combining the benefits of having some top boxoffice stars under contract and at the same time being able to mix these with the big star names who are free-lancing. As a matter of fact we are constantly after stars to combine with our contract stars to make the best and most attractive picture.

Freeman Cites Quality Need

BY Y. FRANK FREEMAN

Vice President in charge of Production, Paramount Studios

Paramount's confidence in star values on the screen goes back to the inception of the company. More than forty years ago, Adolph Zukor began with the slogan: "Famous Players in Famous Plays." In adopting this slogan it has always been the position of Paramount that "Famous Players" are made by good stories, good direction and good production. It is therefore essential, to maintain star value, that they be coupled with good producers, good directors, good writers and a good production unit.

Y. F. Freeman

Paramount believes that this policy of seeking only the best stories, writers, directors and producers obtainable, has made it possible for the company to have one of the most imposing lists of personalities in its history.

Among Paramount 40th Anniversary releases will be such diversified screen entertainment as, above left, "The Bridges at Toko-Ri," with William Holden, and Grace Kelly, in color by Technicolor; "Mambo," with the internationally popular Silvana Mangano and Vittorio Gassman, above center, and, at right, "Air Command," which will be Paramount's second in VistaVision ("White Christmas" being the first) and will be in color by Technicolor, starring James Stewart and June Allyson, with Frank Lovejoy and Barry Sullivan.

New Paramount Releases

(*Continued from page* 4)

was produced. Silvana Mangano, Shelley Winters, Michael Rennie, Vittorio Gassman and Katherine Dunham are starred.

"The Bridges at Toko-Ri" is a William Perlberg and George Seaton production, starring William Holden, Grace Kelly, Fredric March and Mickey Rooney in an adaptation of the James A. Michener novel. It is in Technicolor, and was shot largely in Japan and the Far Pacific.

In the near future will come the release of the first picture to be produced in VistaVision—Irving Berlin's "White Christmas." Berlin himself has gone on record as saying: "This is by far the greatest motion picture I have ever been associated with!" Its stars are Bing Crosby, Danny Kaye, Rosemary Clooney and Vera-Ellen. There are a couple of dozen songs—new ones which prove that Berlin's genius has grown over the years, and old favorites of his which will always keep their charm.

All to Be in VistaVision

Following "White Christmas," every Paramount picture will be produced in VistaVision.

Second and third VistaVision films will be "Air Command" and Hal Wallis' "Three Ring Circus" both in color by Technicolor. "Air Command" is the story of the United States Air Force's Strategic Air Command, starring James Stewart and June Allyson with Frank Lovejoy and Barry Sullivan. "Air Command" was filmed with the full cooperation of the Air Force and of the St. Louis Cardinals.

"Three Ring Circus," is the new Martin and Lewis' with Joanne Dru and Zsa Zsa Gabor. It was shot on location with the Clyde Beatty Circus.

Following these comes Paramount's future line-up of great pictures.

Big Schedule in Work

Included among those either completed or in production—all in VistaVision—are "To Catch a Thief," produced and directed in Technicolor by Alfred Hitchcock, starring Cary Grant and Grace Kelly; "We're No Angels," VistaVision comedy-romance in Technicolor starring Humphrey Bogart, Aldo Ray, Joan Bennett and Basil Rathbone; "Run for Cover," VistaVision and Technicolor dramatic smash starring James Cagney, Viveca Lindfors, John Derek and Jean Hersholt; "Love Is a Weapon," in VistaVision and Technicolor, starring John Payne, Mary Murphy, and Francis L. Sullivan.

Also: "The Eddie Foy Story," romantic VistaVision musical in Technicolor and starring Bob Hope; "The Court Jester," in VistaVision and Technicolor and starring Danny Kaye; "The Desperate Hours," William Wyler's VistaVision production starring Humphrey Bogart; "The Vagabond King," Technicolor adaptation in VistaVision of the stage musical, starring Kathryn Grayson and Oreste Kirkop, European romantic singing star.

Others are: "The Covered Wagon," in VistaVision, which will star Alan Ladd; "The Magnificent Devils," starring Deborah Kerr; "Lucy Gallant," based on the "Good Housekeeping," magazine novel, filmed in VistaVision and Technicolor and starring Jane Wyman and Charlton Heston; "You're Never Too Young," another VistaVision and Technicolor laugh-fest starring Dean Martin and Jerry Lewis.

Also, "The Rose Tattoo," Hal Wallis' VistaVision production of the Broadway stage hit by Tennessee Williams, starring Burt Lancaster and Anna Magnani; "The Loves of Omar Khayyam," VistaVision spectacle, and "The Mountain," based on the best-selling novel by Henri Troyat, starring Spencer Tracy.

"Ten Commandments" in Work

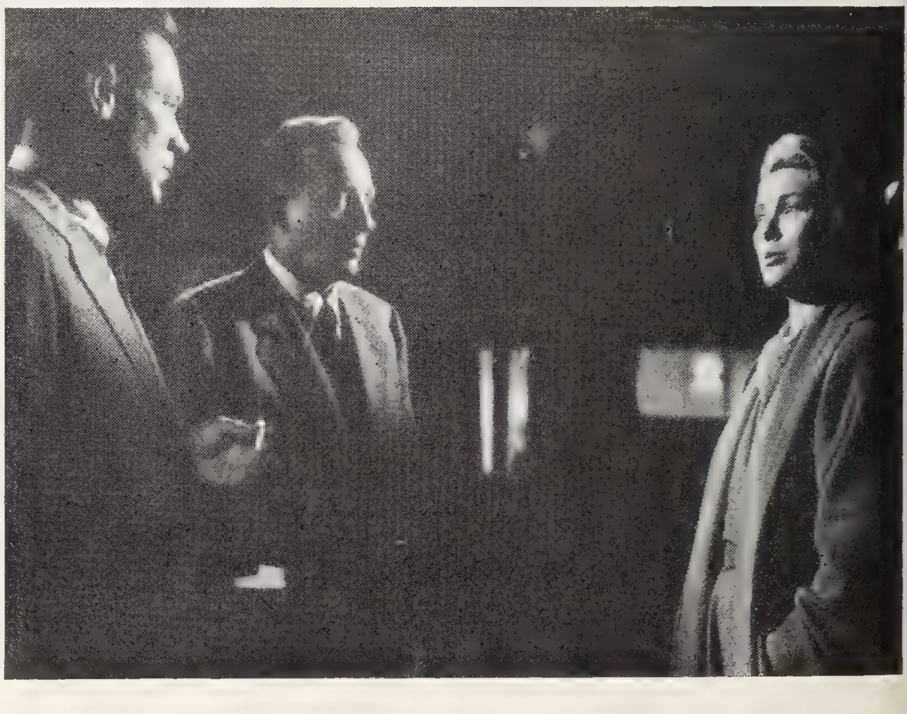
Meanwhile, production will be going on steadily on Cecil B. DeMille's "The Ten Commandments," which the master moviemaker will be shooting on location in Egypt.

Heading the cast as Moses will be Charlton Heston, with Yul Brynner portraying his antagonist, Rameses II. Also starred will be Anne Baxter, Cornel Wilde, Sir Cedric Hardwicke and Vincent Price.

In the field of additional show-builders, Paramount News will continue to be produced twice each week, and the Paramount shorts, which have proved so popular over the years, will continue to roll out at the same pace.

Add them all up—it looks like a great year ahead for Paramount—and for the exhibitors of the nation!

"The Country Girl" stars Bing Crosby, William Holden and Grace Kelly. Top dramatic performances by all three distinguish the outstanding new anniversary release.



Makelim Plan

(*Continued from page* 1)

offered by Makelim, let alone formulate one.

Makelim conferred with Justice Department officials in Washington at the weekend.

Confirming the discussion, a Justice Department spokesman said the Government takes the position that participation in the Makelim plan by such circuit theatres would seem to be permissible so long as the pictures are sold on a true competitive basis.

AB-PT Official Attends

Attending the meeting with Maurice Silverman, motion picture attorney of the Anti-Trust Division, in addition to the producer, were his Hollywood attorney, Gordon Levoy, and Sidney Markley, vice-president of American Broadcasting-Paramount Theatres.

Abram F. Myers, board chairman and general counsel of national Allied, was invited to attend, Makelim noted, but was unable to do so. However, he added, Myers "declared his complete accord and reconfirmed Allied's endorsement of the Makelim plan."

Many of the theatres born of the Paramount-case consent decrees have expressed their desire to participate in playing the 12 pictures to be produced, Makelim stated. "As a result of the conference at the Department of Justice they are now in a position to do so."

Sees 4,000 to 5,000 on Roster

Predicting that he now would be able to enroll some 4,000-5,000 theatres, Makelim said, "I am very much gratified by the outcome of the meeting. Although I have approximately 2,400 theatres already signed and more coming in daily, it has always been my intent and purpose that all theatres have the equal, competitive opportunity of becoming participants in the Makelim plan."

Makelim returned to Hollywood from Washington yesterday.

NYC Tax Suit

(*Continued from page* 1)

Justice Nicholas Pette asking permission for the exhibitor organization's members to join the suit. It is anticipated that both organizations will also be prepared to post the necessary bonds.

In connection with the MMPTA and ITOA efforts, theatre owners and operators in New York City will notify their patrons through lobby displays and placards to save their admission ticket stubs. It is possible that they may get a refund pending the determination of the expected Sept. 13 hearing on the temporary injunction which Judge Pette has granted.

In attendance at the exhibitor meeting here yesterday were Harry Brandt, Morton Sunshine and Adolph Kaufman, representing ITOA, Emanuel Frisch and D. John Phillips, representing MMPTA, Eugene Picker, Leo Friedman, Thomas Bress and Donald Schiff, representing Loew's; Milton Rosenblum, attorney for RKO Theatres, and Martin Newman of Century Theatres.

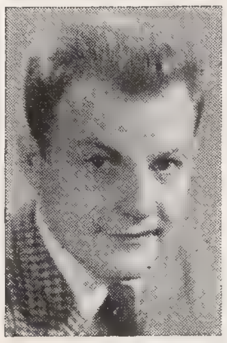
HOWARD E. STARK
Brokers and Financial Consultants
TELEVISION STATIONS
RADIO STATIONS
50 E. 58th St., N. Y. EL 5-0405
Specialists to Motion Picture Industry

Television--Radio

with Pinky Herman

WOR and WOR-TV will devote its entire evening schedule Tuesday, Nov. 2, to results of the nation-wide general election which will determine the 84th Congress. Starting with Fulton Lewis Jr.'s regular 7 P.M. newscast from Washington, D. C., developments and final election results will be aired by other WORdslingers, including Henry Gladstone, Bill Henry, Gabriel Heatter and others. . . . When Betty Hutton makes her television debut on Max Liebman's "Satins and Spurs" Sunday, Sept. 12 (7:30-9:00 P.M.) she'll feature for the first time on TV, songs from an original TV musical, cleffed by Ray Evans and Jay Livingston, winners of two 'song Oscars' for "Buttons & Bows" and "Mona Lisa."

☆ ☆ ☆


Burr Tillstrom

"Dear Pinky," writes my old friend Burr Tillstrom from Chicago, "according to some newspaper clippings . . . the future of "Kukla, Fran & Ollie" is pretty cloudy and confused. I've read that we are to be a part of "Tonight," "Home," "Today," the "Spectaculars," or that we were moving to a local show or we'll not be on TV at all. . . . To bring you up to date and clear up the record from the Kuklapolitan side of the story, at least: A year ago we began our second season as a half-hour show once a week. . . . but unfortunately this did not seem to satisfy us or (it appeared) our audience. The success of KFO has always been and always will be dependent upon their believability. . . . if Fran and I doubt their existence, the whole illusion disappears and suddenly Kukla and Ollie become puppets, not real people. . . . "KFO" is not a spectacular, nor is it situation comedy . . . not a children's show nor a culture-conscious program for intellectual adults. It has a magic all its own. . . . It seems to attract all ages and all kinds of minds . . . meeting with Fran Beulah Zachary, Lew Gomavitz, Joe Lockwood and others of our production staff, I decided last April that "KFO" must somehow return to a daily spot on TV or else go off the air . . . And so our position is this: if there is room for our kind of entertainment on TV, then 'away we go' If not, then "KFO" will not be on . . . friendly meeting held with Pat Weaver and Ben Park (re: possible participation on "Tonight" or "Home"), (since then) have heard nary a word. With John Balaban, John Mitchell and Red Quinlan (WBKB execs) we discussed the possibility of returning to that station with our original format a daily fifteen-minute strip at 7:00 P.M. . . . I feel that the understanding and spirit displayed by our friends at WBKB will result in a very successful business relationship.

Fran and the Kuklapolitans join me in all best wishes. (signed) Burr. (Thanks for the enlightening epistle Burr and the best to yourself and the 'Kuks.').

☆ ☆ ☆

Undoubtedly one of the most powerful single influences behind the musical world's curtain is an energetic and kindly man named Hirsch de la Viez, who owns about 720 juke boxes in and around Washington, D. C. It is 'Hirsch" who is contacted and whose advice is sought by the top recording artists and A & R men because of his astute and almost wizard-like ken of John Q. Citizen's musical preference, whether boogie or classic. Hirsch loves his 'kids," as he calls them, because they'll fly hundreds of miles to help him entertain wounded vets on alternating Thursdays at the Walter Reed and Naval Hospitals in Wash. This work he's been heading since 1940, one of the many humane endeavors regularly practiced by the Variety Clubs of America (he's chairman of the entertainment & house committee.)

☆ ☆ ☆

If a major label will sign up Claude Casey (WFBC-TV star) and give him some national distribution, Claude will turn out some Western HITS. The motion picture personality is undoubtedly one of the most popular artists in the South. . . . Jack Lacy's music WINSpieling in New York daily is so easy on the ears. . . . Dave Stephens, musical director of WCAU, and his beautiful wife, Ginny, heard regularly on her own show, flew to Chicago to spend a vacation with former NBC musical director Harry Kogen. Carl Robinson, formerly at WUST, has moved over to WMAL in Washington, joining a select group of record spinners including Milton Q. Ford, Jim Gibbons, Jerry & Jinna Strong, George Crawford, Guy Aylward, Bill Mayhew, Felix Grant and Bill Malone.

SPG on Code

(*Continued from page* 1)

"Changing Times," is the central feature in a symposium entitled "The Industry and the Code," that includes articles by Jerry Wald and F. Hugh Herbert, together with letters from London and Memphis and a reprint of Samuel Goldwyn's letter to Eric Johnston suggesting a meeting among producers to modernize the code.

Sees Good Films Untouched

Wald said in his article, "Dollars and Sense and Censorship," after citing many instances and naming pictures, the "code has never stood in the way of good picture making or showmanship. An honest and skillful producer can tell every and any good story that has ever been told."

In his article, "A Person Can develop a Code," Herbert recited various personal experiences and quoted from personal correspondence making again his standard assertion that the U. S. Constitution has been amended 22 times and the "Production Code, as originally drawn, could never be rationally defended as a more perfect instrument than the Constitution of the United States."

Gregory, Goldman

(*Continued from page* 1)

and attractions of the legitimate stage.

The initial picture which the new organization will produce is Norman Mailer's best-selling novel, "The Naked and the Dead." Actual shooting on the film is expected to begin next June and tentative release has been scheduled by Gregory and Goldman for November, 1955.

Taking Over Legit Firm

The new corporation will also take over the national theatre production activities of Paul Gregory Associates. This firm has been presenting stage plays throughout the U. S. and on Broadway.

Goldman, an industry veteran who is a member of the Philadelphia City Board of Censors for the legitimate theatre and additionally serves on other committees connected with the stage and motion pictures, will be president and sole stockholder of the new firm. Gregory, a 33-year-old producer of stage plays, "Caine Mutiny Court Martial," "John Brown's Body," and others, and who is producing "The Night of the Hunter," his first film venture, will be vice-president in charge of production when the formal incorporation papers are filed shortly.

Headquarters in Hollywood

The new organization's papers were signed in Goldman's offices here. Taking part in the negotiations were William Zimmerman, New York attorney, and Samuel H. Levy, of the firm of Wolf, Block, Schorr and Solid-Cohen, represented Goldman, and Gordon Youngman, Los Angeles attorney, who represented Gregory.

Headquarters for Goldman-Gregory Enterprises will be in Hollywood with regional offices in New York and Philadelphia.

FILMACK
ALWAYS GOOD!
ALWAYS ON TIME!
FOR BETTER
SPECIAL
TRAILERS
630 Ninth Ave.
New York, N.Y.
1327 S Wabash
Chicago 5, Ill.

News Roundup

K.C. Drive-ins Aid Polio Unit

Operators of drive-in theatres in the Kansas City area have pledged their participation in the emergency campaign of the Jackson County (Mo.) chapter of the National Foundation for Infantile Paralysis. Liaison between the theatre operators and the Foundation was Arthur Cole, of the Paramount branch in Kansas City, who has been a hard worker for this cause for many years.

◆

Disney-TV Bows Oct. 27

Walt Disney, for the premiere of his "Disneyland" on the television network of the American Broadcasting Co. starting Oct. 27, will take his TV audience behind the scenes to show the methods and processes by which he and his photographers have made such True-Life Adventure motion pictures as "The Vanishing Prairie" and "The Living Desert."

◆

'Praire' Grosses $22,400

Walt Disney's True Life Adventure feature, "The Vanishing Prairie," has established an all-time record in its world premiere engagement at the Fine Arts Theatre here by grossing $22,400 in its first week, it is reported.

◆

'Waterfront' Setting Records

Columbia's "On the Waterfront" has topped the previous record week gross of the Astor Theatre here for the fourth consecutive week by taking in excess of $60,500. In its first week at the Broadway house, the film grossed a high of $66,776 which was followed by $61,000 and $61,200 in the second and third weeks, respectively.

VV Showing

(*Continued from page* 1)

stage where VistaVision was born, used 185 amperes to project a picture 51 feet wide by 27 feet high on to a seamless screen 185 feet away. A 2¼-inch focal length Kollmorgen lens was used.

Although the 1.85-to-1 aspect ratio favored by Paramount was used for this screening, the same equipment can produce any aspect ratio from 1.33 to 2-to-1.

It was clear to all observers that the photographic advantages of the VistaVision process could benefit proportionately any size and shape of picture that any individual exhibitor might choose for his particular theatre. VistaVision's utilization of two and one-half times the standard film negative area in photographing, followed by optical reduction to standard-proportions projection prints, greatly minimizes the graininess generally associated with films projected in extreme dimensions.

No Graininess Noted

Today's 51-feet screen image was totally free of grain or other blemishes. Its rich, Technicolor tones were deep, firm and constant, and in the many swift dancing sequences definition and clarity were outstanding.

Before the screening, Paramount vice-president Y. Frank Freeman mentioned that the Paramount engineers, under Loren Ryder, set out to develop a process that could be utilized in every theatre in the world. Today's screening suggests strongly that they have succeeded. W. R. W.

Skouras-UK

(*Continued from page* 1)

larger were it not for the lens supply difficulty. Twentieth-Fox is understood to be casting its net wide in its search for lenses, with the Phillips concern in Holland being considered the likeliest source.

Meanwhile, reports come in from all parts of the country of successful extended play-time of CinemaScope product. The 3,678-seat Davis Theatre in the London suburb of Croydon, for example, had its highest take with "The Robe" for five years. The film is being retained for three weeks for the first time in the history of the theatre.

AB-PT Still Warm On TV Promotion

American Broadcasting - Paramount Theatres is just as interested today as it ever was in promoting the motion picture industry via the television medium, Leonard Goldenson, AB-PT president, said yesterday.

Goldenson was queried on his position in the light of AB-PT's project to develop film talent through the television medium and the American Broadcasting Co. plan to produce a show promoting the motion picture industry.

Reports Popularity in East

Both projects, Goldenson said, were well received in the East but floundered after encountering studio disinterest on the West Coast. The AB-PT president, commenting on how the industry TV film project was warmly welcomed by distribution sales managers, said it was a mystery to him why the studios failed to cooperate in the endeavor.

Goldenson refused, however, to call the industry TV film project dead, a project which was endorsed by the Motion Picture Association of America. The AB-PT president, speaking about this personal plan of developing young film talent through TV, said as yet it has not gone beyond the talking stage.

New K.C. Building Opened For 'U'

KANSAS CITY, Aug. 23. — Universal's branch office, located in a new one-story building on Film Row which was opened here today by company officials, has 7,000 square feet on its main floor and a large outdoor billboard atop the roof for promotional advertising.

Egyptian

(*Continued from page* 1)

tional Foundation for Infantile Paralysis. The premiere of the 20th Century-Fox presentation, in color by De Luxe, will be attended by such personalities as Michael Wilding, Gene Tierney, Michael Curtiz, Johnnie Ray, Judy Holliday and Rita Gam.

On Two Television Stations

Two metropolitan television stations, WABC-TV and WPIX, will cover the opening with Faye Emerson and Skitch Henderson chatting with the personalities in a "live" show, 8 to 8:30 P.M. on Channel 7, while later in the evening Channel 11 will program kinescope highlights in another 30-minute show. Radio coverage of the opening will see celebrity interviews taped by NBC for programming on Sunday over the Dave Garroway show. The Voice of America and the Armed Forces Radio Service also will tape interviews for rebroadcasting across the world.

Among the dignitaries and celebrities scheduled to attend are Hulan Jack, borough president of Manhattan, representing Mayor Robert Wagner, and former mayor Vincent Impellitteri and Mrs. Impellitteri.

Also, Helen Hayes, Eddie Fisher, Ezio Pinza, Zsa Zsa Gabor, Sarah Churchill, Lady Iris Mountbatten, Nina Foch, Monica Lewis, Denise Darcel, Arlene Francis, Tex and Jinx McCrary, Red Buttons, Arnold Stang, Bambi Lynn and Rod Alexander, Morey Amsterdam, Peter Lind Hayes and Mary Healy, Paul Stone, Lon McAllister and Warren Hull.

Skouras to Attend

Flying here from Europe to attend the film's debut, following completion of a business trip, will be 20th Century-Fox president Spyros P. Skouras.

Theatre-front activities on opening night at the brilliantly kleig-lit Roxy will be carried to Times Square throngs by a public address system, with music provided by the 42nd Infantry Division Band, under Colonel M. Strauss.

Allied Board Split on Rental Solution

(*Continued from page* 1)

agreed that the results of last week's talks offered little hope of relief from what most Allied members and leaders charge are "confiscatory" film rentals, particularly for the smaller theatres.

Comments on the report ranged from "completely unsatisfactory" to "we've heard that before."

Divided Regarding Future Action

But they could not agree on whether to recommend that the national organization should immediately organize a campaign to demand a Congressional investigation of distributor sales practices—a course already recommended by Col. H. A. Cole, Allied member of the Council of Motion Picture Organizations' tax committee which secured the reduction of the admission tax last spring—or whether first to bring further pressure on the distributors to modify rental terms.

Abram F. Myers, general counsel and chairman of the board, speaking for the committee which interviewed the sales managers, told the board that Al Lichtman, Charles Reagan and Ben Kalmenson, for 20th Century-Fox, M-G-M and Warner Brothers, respectively, had told them that any theatre grossing less than $1,000 a week could buy CinemaScope pictures flat if they were buying other pictures flat. All of the distributor representataives said they would adjust terms if they were shown a loss.

Faced with the fact that every Allied unit except Eastern Pennsylvania has already polled its members and voted for governmental intervention—Ohio announced its vote last Friday—the directors appointed Myers, Cole, Ben Berger, Irving Dollinger and Ben Marcus, to a committee to study the question and submit a final plan to the full board tomorrow.

Coles Would Contact House Group

Cole has urged that Allied lay the facts before the House Ways and Means Committee or the Senate Finance Committee on the ground that exhibitors are being deprived of the relief intended by Congress in the tax reduction. Berger recommended that Allied should seek legislation by Congress declaring the motion picture business a public utility and providing for its regulation. It was this course that was stressed by Myers in his bulletin of last July.

Postponed in the hot debate over "bread and butter" were discussions of the progress of the Makelim Plan, a project to produce certain theatre equipment cooperatively, a proposal by Wilbur Snaper to compile a handbook on equipment for Allied members, a discussion by Myers on subscription TV and plans to combat it, and plans for the national convention.

Ben Marcus in Chair

The sessions were presided over by Ben Marcus, national president.

Attending the board meeting were: Beverly Miller, Leo Wolcott, Morris Finkel, Reuben Shor, Nathin Yamins, Glen D. Thompson, Sidney Samuelson, Robert Wile, Harold Pearson, Abe Berenson, Trueman Rembusch, Hal Gilbert, Edward Sullivan, Roy Kalver, Elmer Nolte, Sidney Goldberg, Leon Bach, Morris Adams, Alec Shniderman and Frank H. Durkee.

Allied of West Virginia will meet here tomorrow and Wednesday and it is expected that members of the national board will speak Wednesday.

AA Sales Meet

(*Continued from page* 1)

will be Steve Broidy, president, who will come from the Coast for the purpose; Walter Mirisch, executive producer, who will arrive from Europe in time for the session; Edward Morey, executive vice-president in charge of the New York office; L. E. Goldhammer, Eastern sales manager; James Pritchard, Southern sales manager; Harold Wirthwein, Western manager, and John C. Flinn, director of advertising-publicity.

Among the subjects to be discussed will be national sales policy for the forthcoming "The Human Jungle," which will bow at the Joy Theatre in New Orleans on Sept. 28, and the national sales convention of the company, for which time and place will be chosen.

Five Held in Cleveland

CLEVELAND, Aug. 23.—Further evidence of good business at downtown theatres here is the number of holdovers: "Caine Mutiny," fifth week; "Broken Lance," third week; "Knock On Wood," third week; "Seven Deadly Sins," third week and "Seven Brides for Seven Brothers," second week.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 76. NO. 39 NEW YORK, U. S. A., WEDNESDAY, AUGUST 25, 1954 TEN CENTS

Christmas Start

Ten Releases In Two Years Set by DCA

Entails a Cost of From $8,000,000 to $9,000,000

By **MURRAY HOROWITZ**

A two-year program of 10 releases for the newly-formed motion picture distribution company Distributors Corporation of America, was announced here yesterday by Fred J. Schwartz, DCA president.

Schwartz, who is also president of the Century Circuit, at the same time announced the appointment of Charles Boasberg, former RKO Radio Pictures sales manager, as vice-president and general sales manager of DCA.

DCA's program will be launched

(*Continued on page* 5)

Cooper, Kerasotes, Denning Named TOA Parley Co-chairmen

Three prominent exhibitors, Roy Cooper of Roy Cooper Theatres in San Francisco; George Kerasotes of Kerasotes Theatres in Springfield, Ill., and Horace Denning of Dixie Drive-In Theatres in Jacksonville, Fla., have been named by Walter Reade, Jr., Theatre Owners of America president, as co-chairmen of the

(*Continued on page* 2)

Greenblatt to Head RKO Domestic Sales

H. H. Greenblatt

Herbert H. Greenblatt, RKO Central division manager, has been promoted to domestic sales manager, it was announced here yesterday by Walter Branson, RKO Radio world-wide general sales manager.

Greenblatt, who joined RKO as a salesman in the Chicago branch 22 years ago, will assume his new duties at the home office on Sept. 13.

Serving since last February as Cen-

(*Continued on page* 5)

Allied Board Calls for Bill Bringing Gov't to Industry

Federal Control Over Sales Policy Urged; Asks an "Emergency Defense Committee" To Discuss Shortages With Distributors

By **JAMES D. IVERS**

WHITE SULPHUR SPRINGS, W. Va., Aug. 24.—The board of directors of national Allied States Association will recommend that the organization's national convention authorize the drafting of a bill to be submitted to Congress calling for Government regulation of motion picture sales policies.

The resolution approved by the board tonight after two days of stormy debate behind closed doors, contains only the slightest hint of compromise. It recommends the establishment of an "emergency defense committee" which would be authorized to discuss and consider any suggestions or promises from distributors to alleviate the product shortage, which Allied considers the crux of the emergency, or to ameliorate film rentals,

(*Continued on page* 2)

City of Paterson Salutes Fabian On 40th Anniversary

S. H. Fabian

PATERSON, N. J., Aug. 24.—Local dignitaries, civic officials and industry leaders from New York and Hollywood were here tonight as the city of Paterson celebrated the 40th anniversary of one of its landmarks, the Regent Theatre, and duly honored S. H. Fabian, president of Stanley Warner Corp., who began his film career at the theatre some 40 years ago.

Ceremonies at the Regent Theatre, which was built by Fabian's father, had the showmanship and glamour of a top film premiere. Theatre manager

(*Continued on page* 4)

Krim and Picker to Far East in Sept.

Arthur B. Krim, president of United Artists, and Arnold M. Picker, vice-president in charge of distribution, will make a month-long Far Eastern tour next month to inaugurate the company's 35th anniversary cele-

(*Continued on page* 4)

Texas Drive-in Meet Told of Progress

SAN ANTONIO, Aug. 24.—Frank M. Tiller, dean of engineering for the Lamar Research Center, reported to the Texas Drive-In Theatre Owners Association convention here on a survey which he conducted for Julius Gordon of Jefferson Amusement Co. concerning problems affecting drive-in theatres.

The survey was begun last year and covered excessive heating of film in the projector; heating and air-conditioning of cars in drive-in theatres; mosquito control; improvement of outdoor screens, and development of new parking arrangements for drive-in theatres.

The survey shows, Tiller said, that large losses in light occur from the typical outdoor screens of the white matte type. In many cases lines which appear are highly objectional and a new screen which is being developed may possibly eliminate the lines and also control the directions in which light is reflected, he said.

A mosquito-control method developed thus far, Tiller stated, has

(*Continued on page* 5)

"The Egyptian"

(20th Century-Fox)
(CinemaScope)

DARRYL ZANUCK'S Cinemascope production of Mika Waltari's best selling novel, "The Egyptian," is another king size spectacle which holds forth convincing signs of returning king size grosses wherever it is offered to the public.

Its impressive cast of stars and principals, ably directed by Michael Curtiz, includes, for marquee purposes, such names as those of Jean Simmons, Victor Mature, Gene Tierney, Michael Wilding, Bella Darvi, Peter Ustinov and Edmund Purdom, among others too numerous to mention.

The Philip Dunne and Casey Robinson screen play, photographed in color by De Luxe, follows the essentials of the novel of romance, intrigue and adventure in ancient Egypt quite closely. It is the story of an Egyptian foundling, taken from a tiny boat found adrift on the Nile by a

(*Continued on page* 4)

Roxy Theatre Packed For Benefit Premiere Of Fox's 'Egyptian'

(Pictures on Page 4)

Darryl F. Zanuck's CinemaScope production, "The Egyptian," had its world premiere in a March of Dimes benefit performance at the Roxy Theatre here last night with about 6,000 social, civic and business leaders, celebrities and members of the general public in attendance.

The proceeds from the 20th Century-Fox presentation were turned over to the National Foundation for Infantile Paralysis to aid its Emergency Fund Raising Campaign.

Among the many notables whose

(*Continued on page* 4)

Ad Problems Spark TOA-MPA Meeting

New means for motion picture advertising and publicity were discussed at yesterday's meeting here between representatives of Theatre Owners of America, led by TOA president Walter Reade, Jr., and members of the sales managers committee of the Motion Picture Association of America.

According to a TOA announcement, it was decided to hold further talks on the subject of advertising. This

(*Continued on page* 5)

Personal Mention

OSCAR M. BLAKE, Universal Pictures Western sales manager, returned to New York yesterday from Kansas City.

•

Milton Sperling, head of United States Pictures, is the father of a boy born yesterday to Mrs. Sperling at Cedars of Lebanon Hospital, Los Angeles. Mother is the daughter of Harry M. Warner, president of Warner Brothers.

•

Americo Aboaf, Universal International vice-president and general sales manager, has arrived in Hong Kong from Tokyo.

•

Robert Goelet, president of City Investing Co., will leave here for London today via B.O.A.C. Monarch.

•

Morris Keppner, of the Burnside Theatre Corp., East Hartford, has returned there from New York.

•

Jack Cole, dance choreographer, left New York for England yesterday by B.O.A.C. Monarch.

TOA Co-Chairmen

(*Continued from page* 1)

1954 TOA convention, combined with the TESMA - TEDA - TOA - IPA Trade Show, in Chicago, Oct. 31 to Nov. 4.

Reade, in announcing the co-chairmen yesterday, stated that "I feel that this departure from a single convention chairman to three co-chairmen is a good move since TOA represents almost every state in the U. S. and Alaska, so it is fitting that the Western, Central and Eastern states have equal representation in leadership of the 1954 convention."

Serving as advisers to the 1954 convention committee, Reade said, will be the TOA leaders who spearheaded the 1953 convention in Chicago: John Balaban, David Wallerstein and Abe Platt, all of Balaban & Katz.

Goldstein Heads MPA Sales Group

Morey (Buzz) Goldstein of Allied Artists will succeed Charles Boasberg as chairman of the sales managers committee of the Motion Picture Association of America, it was announced here yesterday by Boasberg.

Goldstein will function as chairman through 1955, Boasberg stated. Boasberg vacated the post in light of his new association with Distributors Corporation of America and his resignation as general sales manager of RKO Radio Pictures.

Postpone AA Meeting

The Allied Artists executive sales meeting originally scheduled for Friday here has been postponed until Aug. 30.

Gov't-Control Bill Asked

(*Continued from page* 1)

which Allied declares "harsh and oppressive."

However, the resolution specifically declares that such discussion or consideration shall not be "inconsistent with or in impairment of the positive action provided for in previous sections." The "positive action" referred to is the preparation of the resolution for Congress.

On the other hand, spokesmen for the board pointed out that the resolution merely authorizes the general counsel, Abram F. Myers, to draft and present to the convention for final approval a resolution calling for Government intervention.

Bitter in Tone

The resolution was bitter in its condemnation of distributor trade practices. As reported by Motion Picture Daily yesterday, Allied leaders who talked to sales managers in New York last week told the board of directors that with one or two exceptions the interviews had been wholly unsatisfactory.

Headed a "Declaration of emergency" the introduction to the resolution, which was in four parts, stated: "The companies' refusal to give the committee any assurance of relaxation of the harsh and oppressive selling policies and practices which are fast making impossible the profitable operation of theatres of all classes, creates an emergency unparalleled in the history of the industry and demands the immediate adoption of effective measures for dealing with (it)."

Section one of the resolution recommends that the Allied president be authorized to appoint an emergency defense committee to "formulate and express to Allied regional associations for their information and guidance, bona fide opinions and recommendations relative to the policies and practices of the several film companies either in general or in relation to particular pictures."

The regional units are to be requested to form committees to cooperate with the emergency committee by collecting and supplying pertinent information.

According to spokesmen for the board this section would be an extension of the Allied caravan committee which has been in operation for several years but it would amplify the function of that machinery.

Eyes Next Congress Session

The second section recommends the drafting of the bill "suitable for introduction in the next session of Congress." This would be designed to "afford the minimum amount of regulation necessary in the public interest to preserve the theatres of the United States for the use and enjoyment of the American people."

The section also recommends that the October convention be named the "product convention" and that it be "a gigantic exhibitor mass meeting to determine once and for all whether, judged by the conditions then prevailing, the film companies can curb their stupidity and continue free or whether this industry must submit to Government regulation for its preservation."

Section three declares that the board is convinced that most of the trade practice problems of the moment "stem from one basic evil, the artificial film shortage" and states the hope that this can be corrected.

The board reaffirms its support of the Makelim Plan and urges all members and units to contribute all in their means to make it a success. The emergency committee will take over the duties of the special committee on the Makelim Plan and will "promptly report to the board—any other plans for relieving the product shortage which may develop or come to its attention."

Section four emphasizes that the other steps provided for should be carried out without delay but that "the board feels that the door should be kept open for the reception and consideration of any proposals the film companies, or any one of them, may offer, or any reforms they may voluntarily adopt for relieving the present intolerable conditions, especially as they affect small town theatres." It then provides that no action taken on such proposals "shall be inconsistent with the campaign of positive action."

The resolution was drafted in all-night and early morning session by a committee consisting of Abram Myers, general counsel and chairman; Ben Marcus, national president; Ben Berger, Col. H. A. Cole and Irving Dollinger. It was not finally approved until late this afternoon.

National Allied Resolution Given W. Va. Unit's Board

WHITE SULPHUR SPRINGS, West Va., Aug. 24.—Opening the first day's session of its annual convention at the Greenbrier Hotel here before the national Allied board had completed its stormy deliberations on the question of Government regulation of the industry, the West Virginia Allied unit held a brief introductory session this afternoon and then sat back to await action by the national board of directors.

The national Allied resolution declaring a "state of emergency" and calling for the preparation of an appeal to Congress for Federal regulation of sales policies was formally presented to the West Virginia board of directors tonight and will be reported to the full convention tomorrow. Presumably, West Virginia will be the first regional Allied unit to endorse the board's action.

Abram F. Myers, Allied general counsel and chairman of the board, and Sidney Samuelson, of Pennsylvania Allied, are scheduled to address a closed session of the convention tomorrow morning.

Election of officers is scheduled for tomorrow.

Atlas Corp. Buys Loew's and RKO Pictures Stock

Atlas Corp. increased its holdings of motion picture securities during the first half of 1954 by adding to its portfolio 5,000 shares of Loew's and more than 800,000 shares of RKO Pictures, the company's report to stockholders issued yesterday discloses.

As of the first of the year, Atlas held no Loew's stock and its holdings of RKO Pictures was 76,000 shares. Also, in the first half of the year, Atlas disposed of 10,000 shares of RKO Theatres stock, representing its total holdings. There was no change during the period in Atlas' holdings of 25,000 shares of Paramount Pictures and 101,000 shares of Walt Disney Prod., the other film shares in the investment trust's portfolio.

Atlas had an indicated net asset value of $38.82 per share after provision for taxes, as of last June 30, compared with $37.82 per share on the same basis at the end of 1953, the repor said.

RKO Managers in CinemaScope Session

A meeting of the Metropolitan area managers of RKO Theatres has been called by William W. Howard, vice-president, for tomorrow at the home screening room of 20th Century-Fox.

The session will be held primarily to bring the managers up to date on the latest developments in CinemaScope presentation.

Earl Sponable and Herbert Bragg, chief 20th-Fox engineers, will address the group and answer questions. "The Egyptian" will be screened.

Court Combines Two Skouras Suits

The two separate multi-million dollar anti-trust suits of Skouras Theatres pending against distributors and others were consolidated here yesterday under an order of Federal Judg Sylvester J. Ryan. The total damages sought, representing the sum of the two suits, now stands at $101,570,000.

At the same time, Justice Ryan denied a motion to dismiss the RKO Theatres' counter-claim against Skouras Theatres for $42,250,000. The counter-suit of RKO Theatres, one of the defendants in the Skouras action, was held to be logically linked to the Skouras suits.

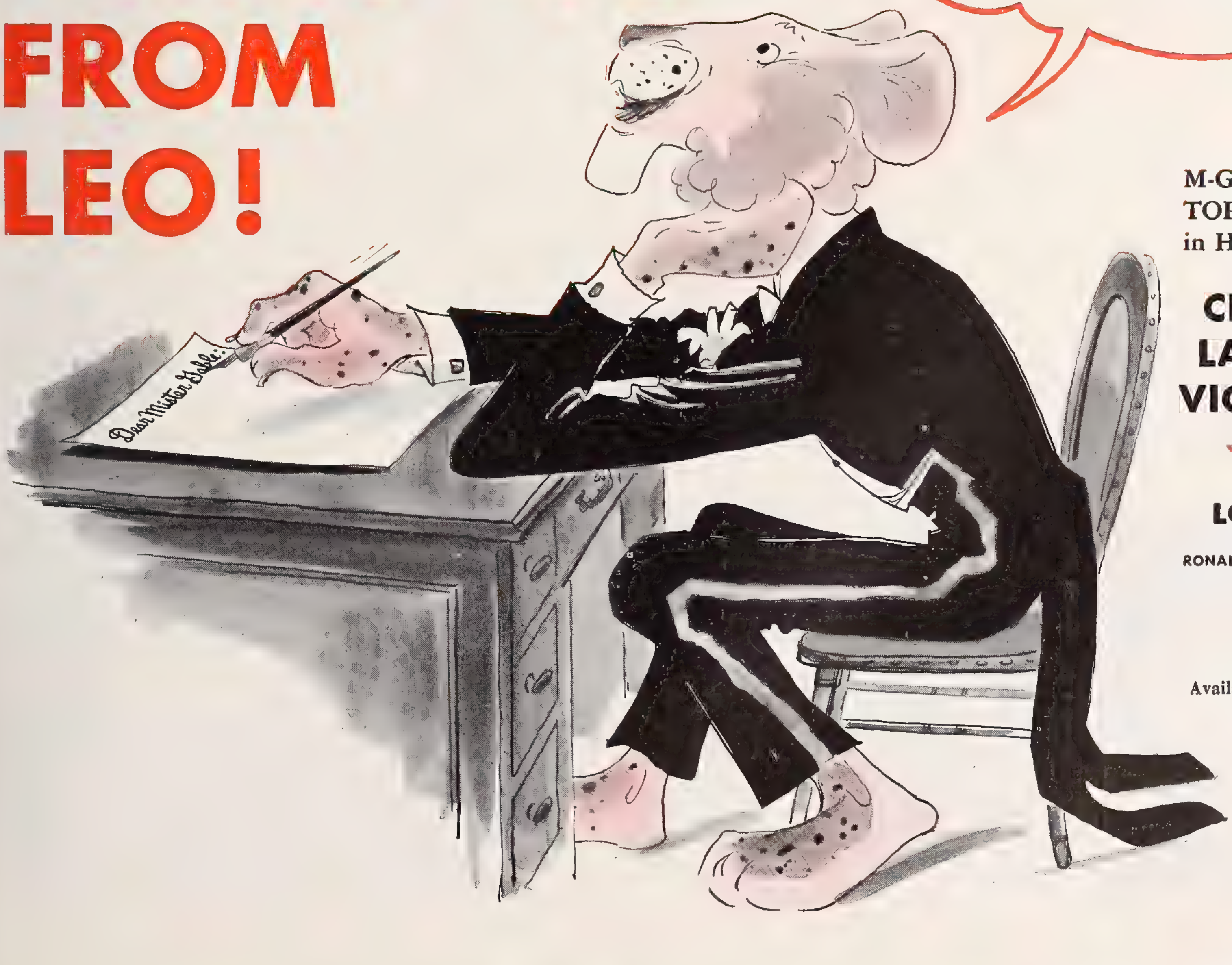
RKO to Distribute Lesser's 'Lost City'

HOLLYWOOD, Aug. 24.—"Quest for a Lost City," feature length Eastman color adventure film, will be distributed by RKO Radio Pictures, according to a joint announcement by J. R. Grainger, president of RKO, and Sol Lesser, head of Sol Lesser Productions.

The picture, which stars explorers Dana and Ginger Lamb, was two years in the making.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor. Published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

FAN LETTER FROM LEO!


"Dear Mister Gable: Millions of movie-goers who are packing theatres to see you in 'Gone With The Wind' are looking forward to your next picture 'BETRAYED.'"
Your No. 1 fan- Leo
Dear Mister Gable:

M-G-M presents the year's TOP suspense drama filmed in Holland in COLOR!

Starring

CLARK GABLE
LANA TURNER
VICTOR MATURE

in

"BETRAYED"

co-starring

LOUIS CALHERN

Screen Play by
RONALD MILLAR and GEORGE FROESCHEL

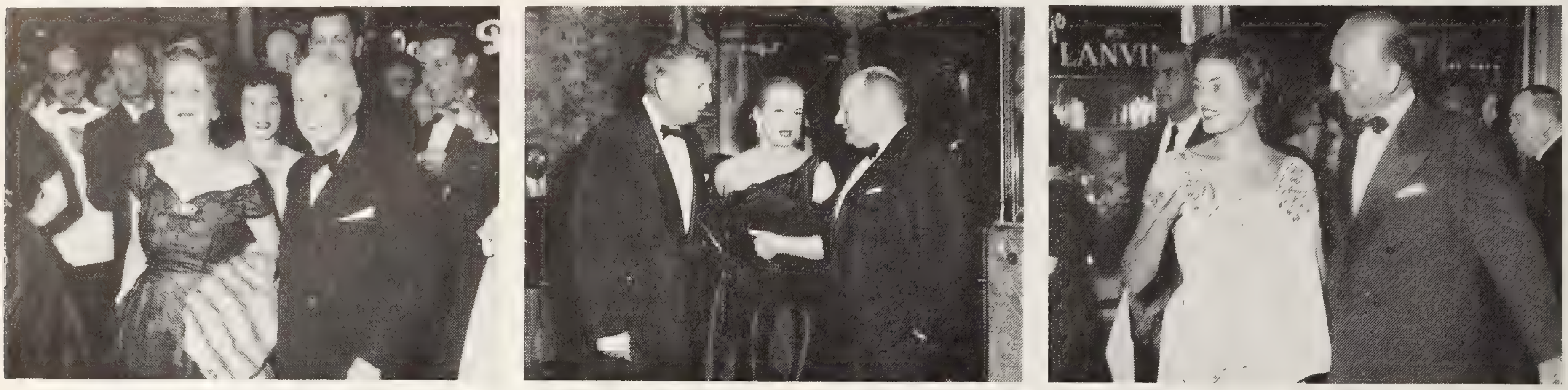
Photographed in
EASTMAN COLOR

Directed by
GOTTFRIED REINHARDT

★

Available in Perspecta Stereophonic or Optical 1-Channel

At Last Night's 'Egyptian' Premiere



NEW YORK'S 6,000-seat Roxy Theatre was filled to capacity last night for the world premiere of Darryl F. Zanuck's CinemaScope production, "The Egyptian." Personalities from Broadway and Hollywood, civic officials, industry executives and international society figures were prominent members of the premiere audience.

All proceeds from the performance were turned over to the National Foundation for Infantile Paralysis to aid its Emergency Fund Raising Campaign. Among those at the premiere shown above are, left to right; first photo: Adolph Zukor, chairman of the board of Paramount Pictures, and Mrs. Zukor. Second photo: Skitch Henderson and Faye Emerson, co-chairmen of the Celebrities Committee for the March of Dimes, and Charles Einfeld, vice-president of 20th Century-Fox. Third photo: Gene Tierney, star of "The Egyptian," and Michael Curtiz director of the film.

(*Continued from page* 1)

presence at the opening was recored by television, radio, Movietonews and a battery of newspaper still cameramen were Spyros P. Skouras, president of 20th Century-Fox; Michael Wilding and Gene Tierney, of the film's cast; Michael Curtiz, director of the spectacle; Johnnie Ray, Helen Hayes, Eddie Fisher, Sarah Churchill, Ezio Pinza, and Ralph Bunche.

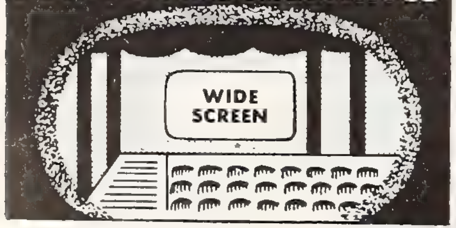
Preceding the start of the picture was a "Parade of Stars" in which Faye Emerson and Skitch Henderson introduced many of the luminaries to the audience. Among the civic dignitaries present were Hulan Jack, borough president of Manhattan, representing Mayor Robert Wagner, and former mayor Vincent R. Impelliteri and Mrs. Impelliteri.

Sports World Represented

Among the stars appearing in the parade were Lady Iris Mountbatten, Rita Gam, Judy Holliday, Zsa Zsa Gabor, Nina Foch, Monica Lewis, Denise Darcel, Celeste Holm, Arlene Francis, Tex and Jinx McCrary.

The world of sports was represented by Billy Talbert, Don Budge, Sidney Woods and Gardner Malloy.

Theatre-front activities were carried to Times Square throngs by a public address system, with music provided by the 42nd Infantry Division Band under Colonel M. Strauss.



"SHOWPLACE OF THE EAST"
FOR YOUR SCREENINGS

- Three Channel interlock projection
- 17½mm & 35mm tape interlock
- 16mm interlock projection

CUTTING & EDITING ROOMS AVAILABLE
MOVIELAB THEATRE SERVICE, INC.
619 W. 54th St., N. Y. 19, N. Y. • JUdson 6-0367

"The Egyptian"

(*Continued from page* 1)

physician and his wife, who raise the infant as their own and teach the boy, as he grows up, the ancient craft of healing the sick.

As a grown man, played by Purdom, the Egyptian finds it difficult to earn his living ministering, as he has chosen to do, to the poor. His friend of school days, Mature, now a military man whose ambition it is to be an officer in the Pharaoh's guards, introduces him to the night life of the city. He meets, first, Miss Simmons as a tavern girl who falls in love with him, and next Miss Darvi, Babylonian vampire, with whom Purdom falls in love.

Having few possessions with which to satisfy her greed, Purdom endeavors to buy her favors with the titles to the home and sacred burying place of his foster parents who, when they discover his faithlessness, commit suicide.

Despite the ill-gotten gifts, the girl spurns him. While burying his parents' bodies secretly in a valley containing the graves of Egypt's kings, Miss Simmons finds Purdom and confesses her love for him. Nevertheless, he leaves Egypt with his self-appointed servant, played by Ustinov, and the two in their travels eventually discover a plot of the Hittites, armed with swords made of the newly discovered and still secret iron metal, for an attack on Egypt. Purdom returns and warns Mature, now head of the Pharoah's armies. He also re-encounters Miss Simmons who, in his absence, has born him an illegitimate son.

Wilding, as the Pharaoh, is a religious fanatic and dedicated to peace. He refuses Mature permission to launch a surprise attack on the Hittites.

MEANWHILE, the Pharaoh's ambitious sister, played by Miss Tierney, learns that Mature plots the death of the Pharaoh and, by marriage to her, plans to become Pharaoh himself. She prefers Purdom, knowing him to be her half-brother, a victim of royal intrigue, and endeavors to persuade him to poison both the Pharaoh and Mature, offering him herself and the crown in return. She also offers him proof of his royal lineage. Believing the Pharaoh to be of unsound mind and therefore responsible for persecutions which have taken the life of Miss Simmons, Purdom gives poison to Wilding but spares Mature, after first having put poison in the latter's cup also. Mature seizes the Pharaoh's throne and sentences Purdom to exile.

The production is long and over its extended course it tends to lag a bit from time to time. On the whole, however, it is rich in spectacle, impressive in its accoutrements and lavish in its use of strange, interesting or exotic settings.

The CinemaScope camera, fortified with the new anamorphic lens, adds to such effects, whether on the deserts, in the mountains or in the streets and buildings of Egypt. It is most effective in such divergent presentations as a lion hunting scene, court scenes, mob scenes, interiors of taverns or hovels. It is clearly one of the top selling points of even such spectacular and costly productions as this, even though "The Egyptian" is loaded with other selling and exploitation material.

Aided by the intensive campaign which 20th-Fox is putting behind this production, and with the word of mouth its sensational as well as unusual ingredients is certain to promote, "The Egyptian" is sure to be known to all and sundry before long, if it is not already, and with hefty grosses accruing everywhere in consequence.

Running time, 140 minutes. Adult audience classification. Release in September.

SHERWIN KANE

Fabian

(*Continued from page* 1)

Peter Werner had arranged the attractions and stage ceremonies which were handled by WATV announcer Jack Gleason.

Fabian, in a short address after accepting the tribute from the city, recalled some of his experiences as an usher in the balcony at the Regent when he first started his film career. Since then Fabian has risen through the ranks of motion pictures, inaugurating a circuit of theatres throughout Northern New Jersey, which were subsequently merged with Stanley Corp. Today, Fabian heads one of the largest theatre circuits in America, and is owner of Cinerama.

Krim, Picker

(*Continued from page* 1)

brations in Asia. They are scheduled to leave New York on Sept. 11.

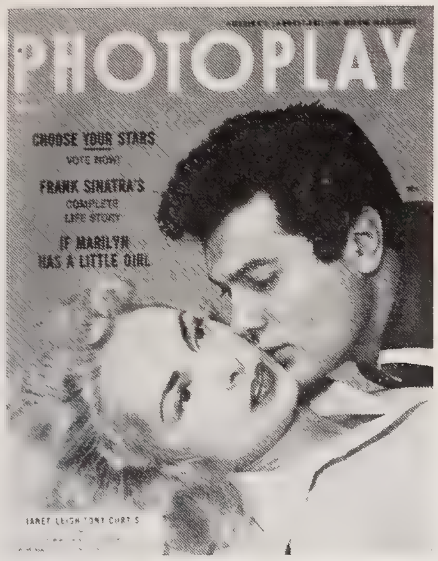
Krim and Picker will visit United Artists' offices throughout Asia in connection with the company's year-long observance of its founding in 1919. They will begin their tour in Tokyo on Sept. 13, moving on to Hong Kong, on Sept. 21, Manila on Sept. 23, Bangkok on Sept. 27 and Singapore on Sept. 29.

After remaining in Singapore until Oct. 2, Krim and Picker will separate, with Krim flying to Bombay for a three-day stay, beginning Oct. 3, and another three-day visit to Cairo, starting Oct. 6. He will arrive in Rome on Oct. 9 for meetings in Europe with independent producers preparing films there for United Artists release.

Picker, meanwhile, will visit United Artists' Indonesian headquarters in Jakarta Oct. 2-5 and then will go to Sydney, Australia, Oct. 6-14, and to New Zealand Oct. 14-16, returning to Los Angeles on Oct. 17. Picker's Far Eastern swing, incidentally, will include his first visits to Tokyo, Hong Kong and Bangkok.

National Pre-Selling

Cover and Section Devoted to Special "Black Shield" Tie-in



This is a reproduction of the front cover of "Photoplay's October issue, on the newsstands September 7. It spotlights Janet Leigh and Tony Curtis, stars of "The Black Shield of Falworth" and plugs the picture.

The entire fashion section of the issue is devoted to editorial and advertising tie-ups with "The Shield." Lillian Lang, the fashion promotion director of "Photoplay," has arranged with manufacturers of dresses, lingerie, handbags, accessories, jewelry and other types of women's apparel to adapt them to clothes worn by Janet Leigh and Barbara Rush in the U.I. picture; 600 department stores across the nation will feature the apparel in their windows, newspaper advertising and in main floor displays.

As an additional aid for theatre managers U.I.'s newsreel of September 7 will feature a special fashion subject showing Janet Leigh and Barbara Rush wearing "Black Shield" fashions.

Theatre managers can obtain names of stores in the "Black Shield" tie-up from Jerry Evans at U.I.'s home office or from Dick Sheil at "Photoplay" in New York.

•

"The Women's Home Companion" recommends "On the Waterfront," "The Vanishing Prairie," Garden of Evil" "Living It Up," and "Mr. Hulot's Holiday," in the September issue.

•

"Life's" current issue has a page picture of a herd of elephants sprayed with bright pastel paints for M-G-M's "Jupiter Darling," starring Esther Williams. This is something Barnum hadn't thought of and there isn't a pink one in the entire herd.

"Life" reports a new circulation high of 5,600,000.

•

"American Weekly's" third annual "Movie Annual" will appear on the newsstands September 12. The name for the issue is 'You'll Be Seeing." It will feature photos and stories of motion pictures which will be shown across the nation during the fall and winter seasons.

WALTER HAAS

D.C.A. Plans Ten in Two Years

(*Continued from page* 1)

around Christmas with the release of "Long John Silver," made on location in Australia, and "Hunters of the Deep," a documentary produced by Alan Dowling.

Boasberg, present at the trade press conference announcing the plans of DCA, said that he owned a substantial stock interest in DCA, an interest believed to be about 10 per cent.

Century Theatres Controls

Schwartz, who said that he would devote about 80 per cent of his time to DCA, explained that DCA has been financed by about 30 exhibitors, with Century Theatres owning "controlling" interest. He put the capitalization of DCA at about $1,000,000 at the present time. Schwartz declined to name the other exhibitors associated in the venture, explaining that he is still awaiting clearance to use their names.

DCA sales manager Boasberg emphatically declared that there will be no preferential treatment to DCA's circuit owners. "The pictures will be booked," he continued, "wherever I get the most money."

Schwartz said that the two-year program of releases represents a production investment of from $8,000,000 to $9,000,000, an investment in which in some instances DCA has procured financing for the producer in addition to putting up some money.

The co-production deals made with foreign producers, Schwartz emphasized, will feature American stars, resulting in American pictures for the U. S. market. DCA, Schwartz added, plans to release only major motion picture product and to concentrate its distribution activities in the Western Hemisphere markets. The releasing schedule of DCA, Schwartz continued, will never be more than 10 or 12 a year.

DCA, Schwartz explained, has been envisioned as a flexible organization which can also operate on three or four films per year.

Boasberg said that "Long John Silver," in CinemaScope and in color by Technicolor, produced by Joseph Kaufman, and "Hunters of the Deep," described as a true-life documentary in color, already have been completed.

It was further announced that negotiations have been completed for the DCA release of "Lelia," the story of George Sand, to be produced by Bernard Luber from the Andre Maurois novel. In addition, it was stated that DCA has secured the property rights for "Finian's Rainbow," and has engaged E. Y. Harburg, Fred Saidy and Burton Lane, the original authors of the Broadway stage play, to do the screen script.

'The Viking' in Color

Another production on which negotiations for DCA release have been completed is "The Viking," from the novel by Edison Marshall, it was stated. Acquired from Milo Frank, this production will be made in color and in CinemaScope, it was added, and will be shot on location in Norway.

"Pistolero," described as a Western in both color and CinemaScope, will be produced for DCA release by Philip Waxman, it was announced.

The producer-director team of John and Roy Boulting will contribute three productions to DCA's schedule, "The Survivors," to be filmed in England beginning next month, "Heather Mary" and "The Jacarand Tree," to be filmed in Burma.

Schwartz also announced that contracts are now being drawn for an original screen play by Sam and Bella Spewack, the authors of "Kiss Me Kate."

In announcing the program, Schwartz said that five branch DCA offices will be established in New York, Chicago, Atlanta, Dallas and San Francisco.

One of the major functions of DCA, Schwartz continued, will be the finding and financing of motion picture production for independent producers. Such financing will not be confined to production in the U. S., he continued, but will extend to films being made in other countries as well.

Confining DCA's distribution activities in Western Hemisphere markets, Schwartz held, will put the company in a favorable position in the making of co-production deals with producers in other countries, who "in most instances" desire to retain national distribution rights. "Long John Silver," as previously announced, will be distributed by 20th Century-Fox in the Eastern hemisphere.

Product Shortage Vital Factor

"The shortage of product," declared Schwartz, "is essentially the reason for bringing (DCA) into being. . . . DCA will handle only authentically 'A' pictures, and each of them will be sold and exploited in strictly custom-made fashion."

He said that the Monroe Greenthal Co. has been retained as DCA's advertising agency, while the firm of Albert Margolies and Co. has been retained to handle the publicity and exploitation for the first two pictures. The respective heads of each firm, Monroe Greenthal and Albert Margolies, were present at the press conference.

Physical distribution of prints, Schwartz went on, will be handled by a private agency.

Both Schwartz and Boasberg, at the same time announced a tentative plan to utilize exhibitor trade assocations for distribution in the "secondary" market, with the trade association being given a franchise for the particular picture and selling it at a flat rental. "Secondary" market selling, it was explained, may occur following the sale of the picture by DCA to the first 3,000 or 4,000 situations.

Minimum Participation $5,000

Minimum participation in the company was said to be $5,000. Participants were said to have received preferred and common stock, both with a par value of $100, at a ratio of five shares of preferred to three shares of common.

Century Circuit comptroller Martin Newman was named treasurer of DCA and Herbert Schrank and Mitchell Klupt, general counsel of the company.

Other officers, it was said, will be elected by the board of directors, members of which will include Leslie R. Schwartz of Century Theatres, Fred Schwartz and Boasberg.

Ad Problems

(*Continued from page* 1)

projected meeting, it was stated, will include the national directors of advertising and publicity.

The problem of serving theatres with sufficient advertising material and press books, on early releases and on old pictures was discussed, with William Brenner, service manager, representing National Screen Service. This problem will be studied and discussed further at the projected joint meeting.

Insurance Savings Cited

TOA officials suggested specifically that an exchange territory be used as a trial for the use of acetate film only, starting at a convenient time. Reason for this, it was pointed out, is the tremendous saving in insurance rates for theatres that would be able to take advantage of using only acetate film. This matter has been taken under consideration by the sales managers committee.

Representing TOA at the meeting were Reade; Leonard Goldenson, president of American Broadcasting-Paramount Theatres; Roy Martin, Jr., of the Martin Theatres, Columbus, Ga., and A. Julian Brylawski, president of the Motion Picture Theatre Owners of Metropolitan, D. C.

62 Theatres Join TNT Fight Network

A record-breaking 62 theatres have signed up for the Sept. 15 telecast of the Marciano-Charles heavyweight title bout, it was announced here yesterday by Theatre Network Television.

Among those participating, it was stated, are theatres of the Stanley Warner, RKO Theatres and Loew's circuits. The previous Marciano bout was booked by 61 theatres.

Texas Meet

(*Continued from page* 1)

revolved around the complete air-conditioning of the car in which static pressure within the automobile is built up to a value sufficient to prevent the entrance of mosquitoes.

Tiller also reported that a modified parking arrangement has been proposed in which cars are parked on spirals instead of the conventional circular arrangement. The proposed parking system permits cars to pull in at a 45 degree angle, and thereby avoid the difficult 90 degree parking of the present outdoor theatre, he said.

Greenblatt

(*Continued from page* 1)

tral division manager, Greenblatt formerly was branch manager in Cleveland and Pittsburgh. In 1944, he was upped to Midwestern district manager with offices in Chicago.

"–or, would you rather go ashore for that COMPANION-approved movie?"

On land, on the sea and in the air—people know that Companion-approved movies offer good entertainment! Each month the Companion's thoughtful movie review is considered "the" guide by millions of movie-goers.

Wide-awake theater owners, too, watch for the films that win Companion approval, because this practically insures a profitable run.

Hollywood picture people add up the influence of Companion readers plus theater owners' experience—and do what comes naturally. They keep right on spending more advertising money in the Companion than in any other monthly magazine, just as they have done over the past 7 years.*

**Except, of course, the fan magazines.*

Currently advertised in the COMPANION

Seven Brides for Seven Brothers	**MGM**
About Mrs. Leslie	**Paramount**
Brigadoon	**MGM**

Woman's Home COMPANION

THE CROWELL-COLLIER PUBLISHING COMPANY, 640 FIFTH AVE., N.Y. 19, N.Y.—PUBLISHERS OF WOMAN'S HOME COMPANION, COLLIER'S, THE AMERICAN MAGAZINE, COLLIER'S ENCYCLOPEDI

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 76. NO. 40 NEW YORK, U. S. A., THURSDAY, AUGUST 26, 1954 TEN CENTS

Business Poll

LivelySummer At Box-Office, Circuits Say

AB-PT, RKO and S-W Report an Upswing

By MURRAY HOROWITZ

Lively grosses are being registered throughout the country in circuit theatres this summer, according to a poll of national circuit executives here.

Descriptions of the summer business varied from "wonderful" to "good," with most circuit executives keeping their eyes peeled on the box-office take as the summer draws to a close for a harbinger of things to come in the fall.

Expressions of satisfaction with summer business came from spokesmen for American Broadcasting-Paramount Theatres, RKO Theatres,

(*Continued on page* 16)

20th-Fox Planning Newsreels for '55 In 'Scope: Skouras

CinemaScope newsreels and 16mm. CinemaScope films are now in the planning stage and may be ready for general exhibition by the end of the year, Spyros P. Skouras, president of 20th Century-Fox, said here yesterday.

Revealing that the film company's research department has been mulling both projects, Skouras said that "by the end of 1954 an approximate 11,000 theatres in the U.S. will be equipped

(*Continued on page* 18)

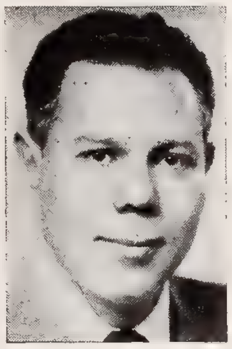
Fox to Demonstrate New Eidophor Lens

An improved model of the Eidopher lens for wide-screen television which has been undergoing laboratory tests by 20th Century-Fox technicians will be privately demonstrated within the next few weeks, Spyros P. Skouras, president of 20th Century-Fox, stated here yesterday.

Efforts are underway to line up a top Broadway stage show for the first public demonstration, Skouras said.

Reade for Sponsored Production, Against Federal Regulation

The "general shortage of product unquestionably" will be one of the major topics at the fall convention of Theatre Owners of America, Walter Reade, TOA president, said in an interview here.


Walter Reade

Reade, here from his New Jersey headquarters, made his declaration by way of comment on the Justice Department's ruling broadening the application of the Makelim plan to divorcement-formed theatre circuits.

The TOA president, commenting that he was heartened by the Justice

(*Continued on page* 18)

7 Sign to Standardize Producer-Credits

HOLLYWOOD, Aug. 25.—Seven company members of the Association of Motion Picture Producers today adopted a standard practice agreement governing producer credits on screen and in advertising. Although cinematographers, directors and other craftsmen have been billed on screen and in advertising in a manner conforming with agreements stipulated in contracts, this is the first time any considerable number of companies have adopted a single procedure for

(*Continued on page* 16)

To Back Equipment Research

ALLIED ADVANCES REGULATION MOVE

Members of Emergency Defense Committee Are Named; Give Support to New D.C.A.

WHITE SULPHUR SPRINGS, W. Va., Aug. 25.—Allied States leaders moved swiftly to give mobility to their resolution proposing Federal regulation of distribution practices and terms prior to the departure of national directors and officers from here today for their homes.

In late action, the board appointed members of an Allied emergency defense committee which will collect and disseminate information and recommendations on the policies of each distributor, either in general or on particular pictures.

The committee also would be authorized, should distribution make overtures, to receive proposals from them, or to submit proposals to the companies, as well as to give consideration to "any reforms they may voluntarily adopt" for relieving the "present intolerable conditions."

Members of the emergency defense committee, chosen with care as to geographical distribution, experience and judgment are: Abram Myers, Washington; Ben Marcus, Milwaukee; Jack Kirsch of Chicago; Benjamin Berger of North Central; Abe Berenson of Gulf States; Irving Dollinger

(*Continued on page* 16)

W. Va. Allied Backs Federal Regulation; Elects Officers

WHITE SULPHUR SPRINGS, W. Va., Aug. 25.—West Virginia Allied, the first regional Allied States unit to formally propose that federal legislation to regulate trade practices and rentals be sought, today became the first to endorse the action taken by the national board toward that end.

Meeting in annual convention at the Greenbrier Hotel where the national board of directors had just concluded a stormy two-day session which resulted in its "declaration of emergency," the regional unit unanimously passed a resolution supporting that action and commending the director for taking the step.

Before the resolution was passed the members heard Abram F. Myers, general counsel and chairman of the board, and Sidney Samuelson, Allied of Eastern Pennsylvania, president,

(*Continued on page* 16)

Box Office Receipts Up as Result of Fine Films, Says Fabian

Box-office receipts in Stanley Warner Theatres are increasing as the result of the favorable impact of the fine pictures in release, S. H. Fabian, S-W president, stated in a report to company stockholders yesterday.

"Considerable improvement in the quality of motion picture product has

(*Continued on page* 16)

'What's the Emergency'

Allied's Gov't. Intervention Bid Baffles Distribution

Distribution spokesmen here yesterday expressed bafflement at what many called the "drastic" measure proposed by the Allied board seeking government regulation of motion picture sales policies.

Distribution executives, declining the use of their names for fear it may add fuel to the fire, wondered aloud at the "national emergency" which they saw in the recommendation made by the Allied board in White Sulphur Springs, W. Va. Most warned that Allied, in proposing Government intervention, was fishing in troubled waters unwary of the consequences which may flow from such intervention.

The Allied board's recommendation, which called upon the upcoming Allied convention to petition Congress for redress, was scored in one distribution quarter as a "lot of talk," a means of "keeping the pot boiling." This distribution executive, calling government regulation "unsound" in principle, wondered whether Allied proposed that the government go into motion picture production to ease the product situation. Would the govern-

(*Continued on page* 16)

Press to Gather For Balaban Fete

A trade press luncheon in which plans for a Barney Balaban testimonial will be outlined will be held here on Tuesday at the Astor Hotel, the Metropolitan Council of B'nai B'rith disclosed here yesterday.

The Balaban testimonial will be in honor of his distinguished efforts to aid in the building of Israel.

Personal Mention

JEROME PICKMAN, Paramount vice-president in charge of advertising-publicity, will return to New York today from Hollywood.

•

Sidney Bernstein, managing director of Granada Theatres of England, is scheduled to arrive here tomorrow from London via B.O.A.C.

•

M. Wren Gabel, vice-president and assistant general manager of Eastman Kodak Co., and Mrs. Gabel arrived here yesterday from Europe aboard the "Liberte."

•

William M. Levy, assistant managing director of Columbia Pictures, Ltd., of London, is scheduled to arrive here from England tomorrow via B.O.A.C. Monarch.

•

Marc M. Spiegel, European manager for the Motion Picture Association of America, and Mrs. Spiegel will sail today for Europe on the "Liberte."

•

Francis Charles, salesman for Universal Pictures in Boston, and Mrs. Charles announce the birth of their first child, a girl.

•

Frances Cugat, color co-ordinator at the Technicolor studios, and Mrs. Cugat will sail from New York today for France on the "Liberte."

•

Milton Schwartz, manager of the Criterion Theatre here, has left New York with his family vacation-bound.

•

Michael Wilding left New York yesterday by B. O. A. C. Monarch for London.

•

Jeanne Crain, and her husband, Paul Brinkman, producer, will sail for France today on the "Liberte."

•

Casey Robinson, producer and writer, left here Tuesday for England via B.O.A.C.

•

Robert Towater, of the United Artists office in Atlanta, has returned there from a vacation in Florida.

•

Peter Cusick, producer, arrived here yesterday from Europe aboard the "Liberte."

Elia Kazan, will sail from here today on the "Liberte" for France.

Dismiss Suit Against RKO and 2 Officials

HOLLYWOOD, Aug. 25. — The Superior Court suit filed April 14, 1953, against Howard Hughes, Ned E. Depinet, RKO Pictures and RKO Radio Pictures, by Milton Friedman, charging Hughes and Depinet had profited in excess from the sale to Ralph Stolkin of their interest in RKO, and demanding an accounting, today was dismissed on stipulation with the right reserved to litigate for attorney fees.

Counsel for the plaintiff said no money had changed hands.

Record Ad Campaign For 'Star Is Born'

M. Blumenstock

The largest national magazine and Sunday supplement advertising campaign in Warner Bros. history has been set to herald the forthcoming CinemaScope-Technicolor production of "A Star Is Born," starring Judy Garland and James Mason, according to an announcement by Mort Blumenstock, Warners' vice-president in charge of advertising and publicity.

Scheduled to begin at the end of September, to coincide with the world premiere of "A Star Is Born," at the Pantages Theatre in Hollywood, Sept. 29, and the New York premiere early in October, the national ad campaign will reach a total readership of 170 millions.

The national consumer advertising campaign on "A Star Is Born" will run from September through the end of the year. Magazines scheduled to carry the advertising include: Life, Look, Cosmopolitan, Time, Newsweek, Collier's Woman's Home Companion, Redbook, Parents' Magazine, Seventeen, Scholastic Roto, Hit Parade, Song Hits, Photoplay, Modern Screen, Motion Picture and Television Magazine, Screen Stories, Movieland, Movie Life, Movie Stars Parade, Filmland and Screen Stars.

Sunday supplements include American Weekly and This Week.

In addition to the national magazine and Sunday supplement campaign, "A Star Is Born" will also receive an important day and date newspaper ad campaign to coincide with national playdates on the production and coupled with a TV announcement campaign, Blumenstock disclosed.

Mrs. Jack Pegler, Wife of TV Official

Mrs. Mabel K. Pegler, wife of Jack A. Pegler, president of Television Zoomar Corp., died Aug. 24 at her home in South Salem, New York, after a long illness. Mrs. Pegler leaves two sons, Arthur James Pegler, II, of Darien, Conn., and Westbrook Pegler, II, student at the University of Arizona, Tucson; her husband and four grandchildren.

The remains will repose at the Rosary Kanes funeral parlor, Ridgefield, Conn., tonight. A Requiem Mass will be said for her tomorrow at 11:00 A.M. at St. Mary's R.C. Church in Ridgefield. Interment will take place at Gate of Heaven Cemetery, Pleasantville, N. Y.

Gaines Funeral Held

HOLLYWOOD, Aug. 25.—Funeral services were held here for Jack Gaines, 76, retired advertising executive long associated with Hollywood trade publications, who died on Sunday. His widow survives.

20th-Fox Film Lot Has 2nd Oil Well

LOS ANGELES, Aug. 25. — The Universal Consolidated Oil Co. announced that it has completed Well No. 2 on the 20th Century-Fox 260-acre lot for about 750 barrels per day.

Both this well and the first discovery, Well No. 1, have been shut in pending installation of necessary tankage and pipe line facilities. Universal will start drilling within 30 days on a third site located in the Beverly Hills oil field and on 20th-Fox property.

Marks Named MGM Detroit Branch Mgr.

The promotion of Louis Marks to the post of M-G-M branch manager in Detroit, succeeding Frank J. Downey, who will retire on Sept. 1, has been nounced by Charles M. Reagan, general manager of sales.

Marks has been assistant branch manager for M-G-M in Detroit since Jan. 3, 1949. He joined the organization in 1938, and the next year was promoted to supervisor of the checking department at Washington. In 1939 he joined the sales force in Cleveland. Following service in World War II, he returned to Cleveland, where he remained for two years prior to his assignment to the post of assistant to Downey.

MPEA Accepts Plan For Indonesia Pact

Member companies of the Motion Picture Association have agreed to accept a compromise proposal governing the 1953 remittances from Indonesia, a plan which was presented by the Indonesian government.

The proposal involves the payment by the companies of a 66⅔ tax on the royalty share of the remittances. It also has been decided to liquidate the Film Service Center in Indonesia.

'Shield' Bows Friday

"Shield For Murder" will have its New York premiere at the Globe Theatre here on Friday, it was announced by William J. Heineman, vice-president in charge of distribution for United Artists, which is releasing the Schenck-Koch Production.

Philomena Cavanaugh, 83

BUFFALO, Aug. 25. — Funeral services were held here Tuesday for Philomena Cavanaugh, 83, for many years publicity and advertising executive for Shea Theatres. Interment was in Holy Cross Cemetery, Lackawanna, N. Y.

FPC Pays Dividend

OTTAWA, Aug. 25. — Famous Players Canadian Corp., Ltd., has declared a dividend of 37½c for the quarter ending Sept. 30, payable Sept. 20 to shareholders of record on Sept. 9.

More Showmanship Urged on Drive-Ins By R. J. O'Donnell

R. J. O'Donnell

SAN ANTONIO, Aug. 25.—R. J. O'Donnell, vice-president and general manager of Interstate Circuit, was the principal speaker at the luncheon yesterday in the Plaza Hotel here closing the Texas Drive-In Theatre Owners Ass'n. annual convention.

O'Donnell urged greater showmanship on the part of every exhibitor and advised them to rejoice when their competitors are doing well. This is a healthy condition, and instead of being envious each drive-in operator should set his goal on improved merchandising of the good product available, he said.

Asks Community Respect

"Great respect for the community you serve and increased public relations activity will reflect in better boxoffice for your drive-ins," O'Donnell continued. "Remember that the drive-ins are a family form of entertainment," he said.

"A more cordial relationship with your fellow exhibitors as reflected in this convention will pay untold dividends to yourself and the community.

"With the fine product coming from Hollywood you can merchandise these pictures on a very high plane, creating greater respect in the minds of your patrons for Hollywood and its efforts to bring first class entertainment to the people in your community.

"No doubt many of you have been heartened recently to see an upturn in Texas theatre business. This reflects an upswing that develops after television, and particularly after networks have been in an area for about a year and a half. The novelty wears off and the time payments have been cleared.

Praises Ezell

"I hope you will continue to be guided by the splendid spirit of such men as Claude Ezell, who here today was awarded an honorary life membership in your organization; together with Col. H. A. Cole and Harley Sadler. Such men including your retiring president, Preston Smith, will continue to be a source of information, encouragement and excitement which cannot help but make your business prosper," O'Donnell concluded.

Jack Parr of Houston was elected president of the Association; Dub Blankenship, Lubbock; Arthur Landsman, San Antonio, and W. L. Peck, Dallas, vice-presidents; Charles Weisenberg, Dallas, secretary, and Tim Ferguson, Grand Prairie, treasurer.

S. B. Collard Dead

NEWBERG, Ore., Aug. 25.—Samuel Benton Collard, 72, veteran theatre operator, died here after a long illness.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor. Published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

40th Anniversary

1914 Paramount Pictures 1954

A SALUTE TO THE FUTURE

"PARAMOUNT PRESENTS"

Paramount Pictures

40th Anniversary
1914 Paramount Pictures 1954
A SALUTE TO THE FUTURE

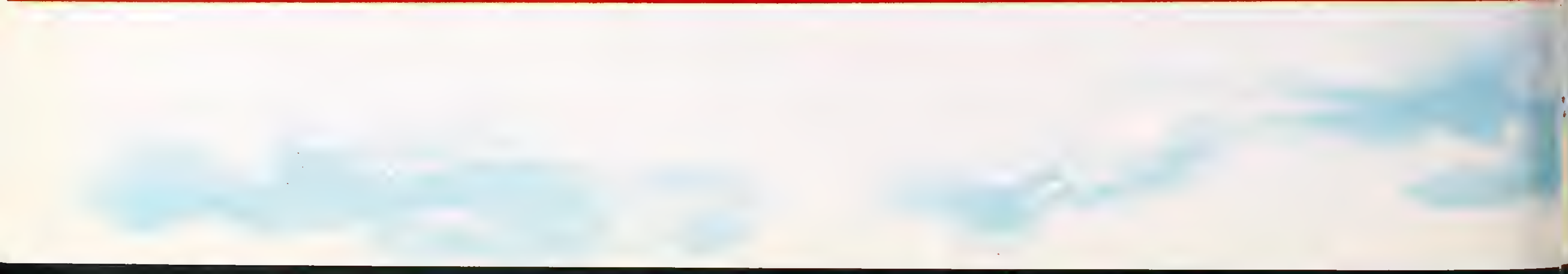
"PARAMOUNT PRESENTS"

Through the past forty years, "Paramount Presents" has been your assurance of motion pictures packed with entertainment values, pictures that have consistently built the economic welfare of our industry. Last year this long record was climaxed when Paramount presented more outstanding attractions than any company.

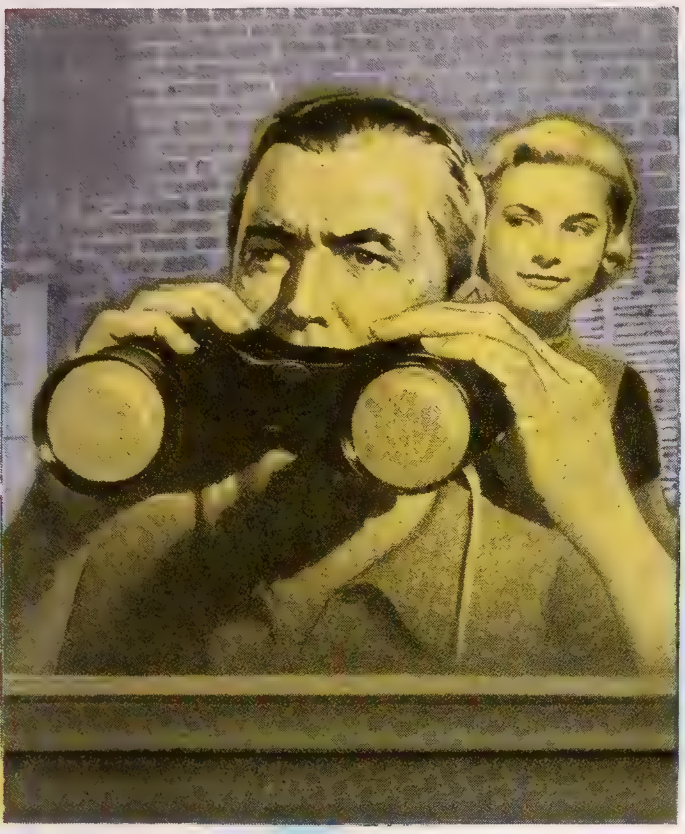
Now, as the 1954-55 selling season begins, "Paramount Presents" takes on new meaning–for our studio has been completely converted to quality product for delivery in quantity, yet statured, picture by picture, to today's new selective market. Already in release are

KNOCK ON WOOD
•
LIVING IT UP
•
ABOUT MRS. LESLIE

Their strong performance will be surpassed by even greater product ahead in PARAMOUNT'S SALUTE TO THE FUTURE...



September dates are rolling in from eager showmen watching its smash performance now in New York, Los Angeles and Philadelphia where it's confirming Boxoffice Magazine's prediction that "critics and customers will vote it Hitchcock's best!"



JAMES STEWART

in

Alfred Hitchcock's

REAR WINDOW

Color by TECHNICOLOR

Co-starring

GRACE KELLY · WENDELL COREY

THELMA RITTER

with RAYMOND BURR • Directed by ALFRED HITCHCOCK • Screenplay by JOHN MICHAEL HAYES • Based on the short story by CORNELL WOOLRICH

THESE ARE THE FIRST TWO FABULOUS FALL ATTRACTIONS:

HUMPHREY BOGART
AUDREY HEPBURN
WILLIAM HOLDEN

in

Sabrina

with

WALTER HAMPDEN · JOHN WILLIAMS
MARTHA HYER · JOAN VOHS

Produced and Directed by BILLY WILDER

Written for the Screen by Billy Wilder, Samuel Taylor and Ernest Lehman

From the play by Samuel Taylor

Four Academy Award winners (Producer Wilder and three "Oscar" stars) pool their talents in a richly mounted and very hilarious comedy. It's all about The Chauffeur's Daughter, The Big Business Man and The Playboy—and it puts a new glow in that old word, "love" . . .

40th Anniversary
1914 1954
A SALUTE TO THE FUTURE

"PARAMOUNT PRESENTS"

Paramount's forty years of servicing exhibitors with money-making product in an ever changing market reinforces today's new policy of one type of picture only–the BIGGEST.

The entertainment values assured by "Paramount Presents" in 1954-55 include

GREATEST STAR NAMES

•

TOP FLIGHT PRODUCERS

•

BEST KNOWN DRAMATIC PROPERTIES

•

EXCITING NEW STORY LINES

These marquee assets mean that every picture in Paramount's Salute To The Future is packed with everything the public is buying at the boxoffice today.

BING CROSBY · GRACE KELLY · WILLIAM HOLDEN

In A Perlberg-Seaton Production

THE COUNTRY GIRL

A surprise vehicle to catapult Crosby to new distinction! He's teamed with Oscar-winner Holden and beautiful Grace Kelly who's a beautiful new marquee name.

Produced by WILLIAM PERLBERG · Written for the Screen and Directed by GEORGE SEATON
From the play by Clifford Odets

KIRK DOUGLAS · SILVANA MANGANO

in

ULYSSES

Color by TECHNICOLOR

Co-starring **ANTHONY QUINN** with ROSSANA PODESTA

Directed by MARIO CAMERINI · Screenplay by Mario Camerini, Hugh Gray, Ben Hecht, Ivo Perelli and Irwin Shaw

Based on Homer's Odyssey · A LUX FILM · Produced by DINO De LAURENTIIS and CARLO PONTI

History's most famous story—with the star who's perfect for its heroic lead. The fabulous saga of a daring voyager and the beautiful women he fought for and won!

WILLIAM HOLDEN · GRACE KELLY · FREDRIC MARCH · MICKEY ROONEY

In A Perlberg-Seaton Production

THE BRIDGES AT TOKO-RI

color by TECHNICOLOR

with Robert Strauss · Charles McGraw · Keiko Awaji

Directed by MARK ROBSON · Produced by WILLIAM PERLBERG and GEORGE SEATON

Screenplay by Valentine Davies · From the novel by James A. Michener

Dramatic thunderbolt of personal emotion and explosive action. The best selling novel, about our jet pilots in the Pacific, first appeared in a special issue of LIFE...

40th Anniversary
1914 1954
A SALUTE TO THE FUTURE

"PARAMOUNT PRESENTS" is a guarantee that begins inside our studio and extends to the boxoffice line where the crowd stands, money in hand.

Paramount not only produces pictures but produces theatre patronage thru

ADVANCE MARKET ANALYSES

•

ALL-FACET MERCHANDISING

•

DYNAMIC PRESELLING

•

COMPLETE PENETRATION

New methods of communication with the public are constantly devised. At Paramount every means "from camera to campaign" is used to turn traffic toward the boxoffice.

PARAMOUNT'S SHOW BUILDERS BUILD BOXOFFICE REVENUE...

SILVANA
MANGANO · SHELLEY
WINTERS · MICHAEL
RENNIE

VITTORIO
GASSMAN · KATHERINE
DUNHAM

in

MAMBO

Produced by DINO DeLAURENTIIS and CARLO PONTI
Directed by ROBERT ROSSEN

Two women, battling for one man in the sultry, romantic backgrounds of modern Italy! Glamorous Silvana Mangano and those American headliners, Shelley Winters and Vittorio Gassman.

CONQUEST OF SPACE

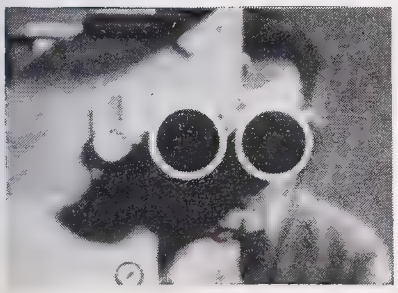
Color by TECHNICOLOR

George Pal's new interplanetary thriller dwarfs all the wonders of "The War of The Worlds" and "When Worlds Collide." Dramatic effects never to be equalled — or even imagined!

Produced by George Pal · Directed by Byron Haskin
Screenplay by James O'Hanlon · Adaptation by Philip Yordan, Barré Lyndon and George Worthington Yates
Based on the Book by Chesley Bonestell and Willy Ley

PARAMOUNT NEWS

"The Eyes and Ears of the World"
104 issues a year



Your public looks for it, wants it — is entertained and informed by it, because it's the top news on film.

PARAMOUNT SHORTS

The most diversified program of shorts offered by any company. Favorite cartoons, sports reels and miscellaneous subjects.

40th Anniversary
1914 Paramount Pictures 1954
A SALUTE TO THE FUTURE

"PARAMOUNT PRESENTS"

ITS SALUTE TO THE FUTURE

VISTAVISION

Soon VistaVision will be a dazzling reality in theatres, bringing *the ultimate in presentation* of screen entertainment thru its unsurpassed

FLEXIBILITY • COMPATABILITY • SIMPLICITY • ECONOMY

VistaVision is more than a great motion picture technical achievement. It introduces a whole new concept of screen entertainment. Your audience will see more and enjoy more. VistaVision will give them a new visual sensation . . . as real and as big as life itself.

Across America and throughout the world, exhibitors, exhibitor - organizations, industry technicians and the press have acclaimed it. And now VistaVision is ready for the public!

Coming VISTAVISION Attractions

COMPLETED OR IN PRODUCTION

White Christmas
Irving Berlin's score. Technicolor.
Bing Crosby, Danny Kaye,
Rosemary Clooney, Vera Ellen

Air Command
Technicolor. James Stewart, June Allyson

We're No Angels
Technicolor. Humphrey Bogart, Aldo Ray,
Joan Bennett, Basil Rathbone

Love Is A Weapon
Technicolor. John Payne, Mary Murphy,
Francis L. Sullivan

The Court Jester
Technicolor. Danny Kaye

Blue Horizons
Technicolor. Charlton Heston,
Fred MacMurray, Donna Reed,
William Demarest

The Desperate Hours
William Wyler Production. Humphrey Bogart.
Based on the famous novel

The Vagabond King
Technicolor. Kathryn Grayson, Oreste Kirkop

The Covered Wagon
Famed epic of America's pioneers.
Alan Ladd and star cast.

The Magnificent Devils
Deborah Kerr and other important marquee
names

3 Ring Circus
Hal Wallis Production. Technicolor.
Dean Martin, Jerry Lewis, Joanne Dru,
Zsa Zsa Gabor

To Catch A Thief
Alfred Hitchcock Production. Technicolor.
Cary Grant, Grace Kelly

Run For Cover
Technicolor. James Cagney, Viveca Lindfors,
John Derek, Jean Hersholt

The Eddie Foy Story
Technicolor. Bob Hope

Lucy Gallant
Technicolor. Jane Wyman, Charlton Heston

You're Never Too Young
Technicolor. Dean Martin and Jerry Lewis

The Trouble With Harry
Alfred Hitchcock Production

The Rose Tattoo
Hal Wallis Production. From the play by
Tennessee Williams. Burt Lancaster,
Anna Magnani

The Loves of Omar Khayyam
An exotic spectacle based on the career of
Persia's romantic adventurer

The Mountain
Spencer Tracy heading topflight cast

TURN THIS FOLD

SOON...WORLD PREMIERE—RADIO CITY MUSIC HALL

THE FIRST...AND UNFORGETTABLE...MOTION PICTURE TO BE GLORIFIED BY VISTAVISION

IRVING BERLIN'S
White Christmas
in
VISTAVISION
starring
BING CROSBY · DANNY KAYE
ROSEMARY CLOONEY · VERA-ELLEN
Color by TECHNICOLOR

with DEAN JAGGER Lyrics and Music by IRVING BERLIN Produced by Robert Emmett Dolan
Directed by Michael Curtiz · Dances and Musical Numbers Staged by Robert Alton
Written for the screen by Norman Krasna, Norman Panama and Melvin Frank

"'White Christmas' is by far the greatest motion picture I have ever been associated with!"—*Irving Berlin*

"White Christmas" Will Be Immediately Followed By

3 RING CIRCUS Dean Martin and Jerry Lewis in VISTAVISION for the first time! A Hal Wallis Production. In color by Technicolor.

AIR COMMAND Skywide VISTAVISION thrills! The jets that man our earth-circling peace patrol. James Stewart teamed with June Allyson. In color by Technicolor.

"PARAMOUNT PRESENTS"

DEMILLE'S GREATEST... AND IN

VISTAVISION

From "The Squaw Man" to "The Greatest Show On Earth," Cecil B. DeMille has spanned the four decades of Paramount's history with the industry's outstanding money pictures ... including such memorable boxoffice grossers as "Reap The Wild Wind," "Union Pacific," "Northwest Mounted" and "Samson and Delilah." With all the magnificence of VistaVision, the picture that the whole world is waiting for, is now in production.

Cecil B. DeMille's

THE TEN COMMANDMENTS

in

VISTAVISION

Color by TECHNICOLOR

With The Biggest Cast Ever Assembled ...

People

Norton V. Ritchey, president of Allied Artists International Corp., is aboard the "United States" enroute to Europe, where he will spend six weeks conferring with executives of Associated British Pathe, whose convention he will attend at Monte Carlo.

◆

Ted De Leon, executive producer of Orion Film Productions, will leave New York shortly for Israel, where he will check final preparations for the filming of 52 half-hour television shows which Orion will start shooting late in September.

◆

W. W. Lucas, stage manager of the Stanley Warner Garde Theatre, New London, Conn., is marking his 55th year in show business.

◆

Stanton Griffis, chairman of the executive committee of Paramount Pictures, has been named a trustee of the American Shakespeare Festival Theatre and Academy of Connecticut. He has long been a resident of the state.

◆

Ava Gardner will leave Havana on Friday for Peru, Chile, Argentina, Uruguay and Brazil on her two-week South American tour to promote "The Barefoot Contessa," before returning here for the film's premiere at the Capitol Theatre.

◆

Frederick H. Frink, one-time Hollywood actor and a former publicist at the 20th Century-Fox studios in Beverly Hills, has been named manager of the Colonial Theatre in Southington, Conn.

◆

Scott Lett, Screen Guild exchange manager in Charlotte, is handling sales for the newly-organized National Television Films.

◆

Seymour Moses, operations vice-president of Fine Sound, Inc., and Perspecta Sound, Inc., yesterday announced his resignation effective Sept. 1. For eight years previously to this association, he was associated with Loew's International. Following a brief vacation, Moses will announce his future plans.

Bendick to NBC-TV As 'Today' Producer

Robert L. Bendick, former executive vice-president of Cinerama Productions, has joined the National Broadcasting Co. and will produce the NBC-TV program "Today," it was announced by Richard A. R. Pinkham, director of participating programs for the network.

Bendick joined Cinerama Productions in 1951 and produced "This Is Cinerama" and the recent "Cinerama Holiday." Prior to joining that organization, Bendick was director of news and special events for CBS-TV.

Rise of Theatre TV, Filmed Video Shows Cited by Faught

DANVILLE, Ill., Aug. 25.—Network television as we know it today cannot survive against the mounting competition of theatre TV and the growing trend toward spot programming by national advertisers, unless subscription television becomes a commercial reality.

This prediction was made here today by Millard C. Faught, economic consultant to Zenith Radio Corp., in an address before Kiwanis International.

Points to Sporting Events

Faught said that the ability to make instantaneous delivery of such major events as championship prize fights was instrumental in building broadcast networks for radio, but that television networks are losing these important events to theatre TV because home TV has no box office and advertisers cannot bid successfully against the theatres.

During the freeze on television stations, networks became key sources of the best television programs, Faught said, because there are few, if any, independent stations with money enough to build programs that will compete with network shows for audience. However, he added, the growth of filmed rather than live programs is rapidly changing this picture.

Faught pointed out that some of the highest rated network shows today are produced on film, and that the majority of filmed entertainment programs on TV are now produced outside the networks.

Sees 'Common Sense' Trend

"Already," he asserted, "many of these shows are being sold directly to advertisers, who spot them on independent stations, at local rates, at times of their own choosing. If this trend develops, as common sense economics indicates it will, the time will come when the only advantage the networks have to offer will be their ability to provide instantaneous programs like news, major sports events, Congressional hearings, and the like."

Since theatre TV already is taking from the networks many instantaneous programs such as championship fights, Metropolitan Opera, etc., Faught said that subscription TV may become the salvation of TV networks. As a basically new economic ingredient," Faught stated, "subscription TV should be capable of introducing some wholly new and highly dynamic patterns of competition in the television field.

Fears Wide Areas Without TV

As long as local television stations remain primarily dependent on advertising revenue alone for their financial support and on network connections for their major program appeal, Faught stated, hundreds of American communities will go without TV stations, even though a broadcast channel has been allocated to them.

By contrast, he concluded, if home TV sets were equipped with a box office device so that viewers could pay for some new premium quality programs, then many more communities could have TV stations and television could provide better service to all its viewers, whether in large cities or small.

Capacity Is Doubled At Ansco Laboratory

Ansco will double the capacity of the processing facilities for its color duplicating film, type 238, by contact and reduction (35mm to 16mm) as a result of increased demands by industrial and educational motion picture producers.

The new facilities being prepared at the Union, N. J., laboratory of Ansco, follow by only three years the opening of the plant in 1951, at which time it had been expected that the high speed color processing equipment would be adequate for years to come.

The new setup, with added equipment and multiple-shift operation, will benefit both motion picture amateurs and professional trade laboratories. The service provided to the professional motion picture trade is offered primarily through the large Eastern printing laboratories, which have a country-wide clientele.

'Window' Grosses High Across U.S.

Healthy grosses are being recorded in the initial run of "Rear Window" throughout the country, according to reports to the distributor.

In its first week at the Arcadia, Philadelphia, the Alfred Hitchcock production has racked up a big $26,000, while the first week at Albany's Strand brought in $18,500, representing the biggest gross of any Paramount picture to play the house in the last 10 years.

Paramount Hollywood, in Los Angeles, reported a vigorous $26,000 for its second week and the Stanley, in Atlantic City, told of a neat $15,000 for the first six days of its third week. In Utica, the Stanley reported a first week gross of $10,000, doubling the box-office take on "Stalag 17" for a comparable period.

Theatres Plan Poster Display in Tax Suit

New York City exhibitor organizations are preparing placards for display in theatre lobbys throughout the city asking the patrons to save their ticket stubs, as a refund may be in order pending determination of the temporary injunction against the five per cent admission tax suit which is to be heard on Sept. 13.

The Independent Theatre Owners Association and the Metropolitan Motion Picture Theatre Association are engaged in printing lobby posters and placards for all New York City theatres saying:

"To our patrons! This theatre is fighting the 5% city admission tax. Save your ticket stubs. You may be entitled to a refund."

'Sabrina' To Open At Criterion Theatre

Paramount's "Sabrina" will open at the Criterion Theatre here on Sept. 15, it was announced yesterday by the company and Charles B. Moss, executive director of the Broadway house.

The picture stars Academy Award winners Humphrey Bogart, Audrey Hepburn and William Holden and is Miss Hepburn's first Hollywood-made production. She made her American film debut last year in "Roman Holiday."

News Roundup

'Dragnet' Grosses Heavy

Warner Brothers' release "Dragnet" has racked up record-breaking grosses in its first three playdates throughout the U. S. In New York, the film grossed $25,874 over last weekend at the Victoria Theatre with a $50,000 week expected. At the Chicago Theatre in Chicago, the first three days' grosses totaled $58,079. The Warner Theatre in Atlantic City also registered a record three-day gross of $20,749, with a new theatre high expected for the week.

◆

'Duel' in Saturation Campaign

David O. Selznick's "Duel in the Sun" is set for a saturation booking in the greater Los Angeles area, beginning Sept. 15, and will bow in New York at the Mayfair Theatre at the conclusion of the current attraction on Sept. 1. In metropolitan Los Angeles, the film will play the Warner's Downtown, Wiltern, Hollywood and Pickwood Theatres and will be augmented by bookings in 10 drive-in theatres, plus day-and-date bookings in surrounding communities. Hy Daab will handle the liaison for the Selznick Releasing Corporation with Kranz-Levin Pictures, Southern California distributors of the film.

◆

TV for Evergreen

Theatres of the Evergreen circuit in Oregon and Washington will be equipped for theatre television as soon as facilities are available, Charles Skouras said in Portland during his recent visit to that city.

G.P.E. Declares Stock Dividends

Directors of the General Precision Equipment Corp. declared a dividend of 50 cents per share on the corporation's common stock, payable Sept. 15 to stockholders of record Sept. 9, it was announced following a meeting of the board this week.

The directors also declared the following regular quarterly dividends, all payable Sept. 15, to stockholders of record Sept. 9: 72½ cents per share on the $2.90 cumulative convertible preferred stock; $1.25 per share on the $5 dividend cumulative preferred stock, series A, 1952; $1.25 per share on the $5 dividend cumulative preferred stock, series A, 1954; $1.25 per share on the $5 dividend convertible preference stock, series B and C.

Ballantyne Co. Buys Adjoining Property

OMAHA, Aug. 25. — The Ballantyne Co. has purchased property adjoining its present location which will triple the size of its plant, J. Robert Hoff, executive vice-president and general manager, has announced.

The company will remodel the addition to conform with its other building. Production facilities now located in the north part of town will be moved to the enlarged layout.

W. Va. Allied

(*Continued from page* 1)

explain the "declaration" and announce the strategy to be followed between now and Oct. 12 when the national convention opens in Milwaukee.

Others speakers this afternoon were Colonel H. A. Cole, Ben Marcus, Rube Shor, Trueman T. Rembusch, Nathan Yamins and Bob Wile, all here for the national board meeting and as guests of the regional unit. Before adjourning the unit approved resolutions commending its officers for the past year, and in particular giving a rising vote of thanks to H. J. Gilbert, Jr., executive secretary and treasurer and to his father, who is alternate national director.

Matz Named Chairman

In the election of officers Max Matz, president, became chairman of the board; Don Shultz, president; Donald Keesling, first vice-president; H. J. Gilbert, Sr., second vice-president; Gilbert, Jr., remained as secretary and treasurer and Rube Shor remained as national director.

Directors of the unit all reelected are: L. R. Custer, C. D. Crawford, Jr., Ross Filson, Roy Letsinger, G. B. Lively, Joseph Raad, Woodrow Thomas, L. E. Rogers, Lester Rosenfeld, Louie Shore.

The meeting concluded with a banquet Wednesday afternoon at the Golf and Tennis Club of the Greenbrier Hotel.

Summer Box Office

(*Continued from page* 1)

Stanley Warner, Loew's and Skouras Theatres. Their sentiments were echoed to a large degree in earlier MOTION PICTURE DAILY reports from field correspondents.

Most top exhibition officials, as well as some distribution executives, were wary about making predictions for the fall and winter. One distribution executive saw the summer business upswing as a return of the "moviegoing habit," while another forecast a dip at the box-office this fall, a dip, however, which he expects will not be as great as that of last fall.

AB-PT president Leonard Goldenson attributed the "wonderful" summer upswing to the better pictures on the market which, he said, began to make their appearance in mid-June.

Si H. Fabian, Stanley Warner president, also described business this summer as "wonderful." Asked how "This Is Cinerama" is doing, he replied it just "keeps rolling along" chalking up good grosses.

RKO Theatres president Sol Schwartz also reported good business over the summer months.

Like Goldenson, a Loew's executive attributed the upswing to quality pictures, with the public being more motion picture conscious. In addition to an increased number of top pictures, the introduction and exploitation of new techniques such as CinemaScope also was credited.

Circuit Owner's Wife

CLEVELAND, Aug. 25. — Mrs. Della Schwartz, 61, wife of Abe Schwartz, prominent independent circuit owner here, died after an illness of several years. Surviving, in addition to her husband, are two brothers, Jack, who is in business with Abe Schwartz, and Albert, an attorney.

Reaction to Allied

(*Continued from page* 1)

ment also make 1,600 prints per picture as suggested in some Allied quarters? he questioned.

That Allied would find trouble in winning Theatre Owners of America backing for its proposal was indicated by TOA spokesmen. One top TOA official expressed his conviction that he thought it wise as a policy that a particular industry should settle its own problems without seeking governmental intervention. TOA president Walter Reade, Jr., explaining that he spoke for himself and not for TOA, said he felt exhibition "never came out on top" when it went to the government on an inter-industry dispute.

The sentiment against government intervention in TOA circles was matched by charges that present film rentals in many instances are burdensome, especially for the smaller situations. The mandatory lengthened running time for smaller situations also was scored by a TOA spokesman.

One distribution official commented on what he called the change of temper of members of the Allied committee which visited him here, explaining that his talks with them were "cordial." Another, commenting on the fair rental dispute, warned that if the government were ever to determine what a fair rental for a picture is, many of Allied's members would be paying higher film rentals than they are now paying.

It was acknowledged in some distribution quarters that some film rentals are high, but such rentals, it was added, are for costly productions. Distribution executives scoffed at the concept that the picture or print shortage is "artificially" created.

Producer-Credits

(*Continued from page* 1)

crediting producers. The agreement was reached following meetings with representatives of the Screen Producers Guild, but is not contractual, as others are, because SPG is not a formal bargaining agency.

Participants in the agreement are Columbia, M-G-M, Paramount, RKO, 20th Century-Fox, Universal and Warner Brothers. Republic, which also is an AMPP member, does not issue producer credits, but only associate-producer credits, and could not be a party to the agreement which was reached today.

Committee to Be Formed

The companies also agreed to appoint a committee to meet with a SPG committee whenever SPG wishes to discuss matters of mutual interest.

The exact nature of the handling of producer credits could not be ascertained immediately.

Fabian

(*Continued from page* 1)

been noted and the studios have adjusted themselves to the new conditions arising out of competition and technological changes," Fabian said.

The outlook for the future, Fabian stated, is promising for an imposing list of important pictures is being prepared for presentation, both in standard size and on the large screens.

Fabian also notified the Stanley Warner stockholders that the Cinerama division is flourishing with 13 theatres in the U. S. in operation and more due to open throughout the world. The theatre executive reported that Louis de Rochemont's "Cinerama Holiday" has completed shooting and is now in the final stages of cutting, scoring and the manufacture of Technicolor prints.

The bulletin accompanied dividend checks representing 25 cents per share, payable Aug. 25th to stockholders of record Aug. 4.

Review

"High and Dry"

(*Rank-Universal*)

THE light, unlabored, sophisticated humor which has so happily characterized many of the British productions during recent years is present here in full measure, offering, in "High and Dry," 93 minutes of genuine pleasure for the discriminating audience. The seemingly incongruous combination of a grizzled old steamer captain pitting his salty shrewdness against an American business tycoon results in dialogue and situations delightfully different. Paul Douglas, as the executive, provides the one real marquee name, but his excellent performance is easily matched by the rest of a talented and well-chosen English cast.

It is not so much narrative structure as the wealth of humor, characterization and credible irony that endows William Rose's screenplay. Douglas wants a valuable cargo shipped out of London to one of the western Scottish isles. Through some mistake, the cargo is assigned to a battered, old "puffer" boat that seems in the last stages of decomposition. What follows is a frenzied attempt by Douglas to repossess the cargo and the zealous efforts by the skipper and crew to deliver the cargo to its destination. The trip is marked with incident, excitement and surprise, better seen than described.

Alex Mackenzie is a delightful study of a skipper and there is always something fresh and imaginative in the performances of James Copeland, Abe Barker and Tommy Kearins, as the mate, engineer, and handy boy respectively.

The story is enhanced by a surprise ending that would have delighted O. Henry. An Ealing Studios Michael Balcon production, it was produced by Michael Truman and directed by Alexander Mackendrick, with the original story also coming from the pen of the latter. Other members of the cast, each of whom fits slickly into his assigned role, include Hubert Gregg, Geoffrey Keen, Dorothy Alison, Andrew Kier and Meg Buchanan.

Running time, 93 minutes. General audience classification. For September release.

Allied Board

(*Continued from page* 1)

of New Jersey; Horace Adams of Ohio; and Rube Shor of West Virginia.

The board voted to give full support to Distributors Corp. of America, the company announced in New York this week by Fred Schwartz, and while Allied will not participate in the venture as an organization it was indicated that some of the organization's leaders were personally interested.

The directors also voted to appropriate funds for a research study by an independent agency of the quality and efficiency of various lenses and sound equipment now being offered in the new techniques.

Plans of the Council of Motion Picture Organizations for an audience participation poll was endorsed with the hope that details would be completed soon but no formal action was taken on the group insurance plan announced recently.

A spokesman for the board indicated that under no conditions would arbitration be one of the proposals considered. "That's a dead issue," he said.

Emphasizing the board's point that the product shortage is a key factor in the trade practice argument, Marcus said, "Fewer pictures have made the distributors too greedy. That's why we intend to push the Makelim plan with every means at our disposal."

Goes to Coast Next Month

The Allied president is to go to the West Coast in late September to discuss final production plans with Makelim. Production on the first of the 12 pictures scheduled under the plan is now set for November instead of September "because certain things have to be ironed out."

Other business before the board was referred to committee or tabled in the debate over th grand strategy. There was brief discussion of the plan to buy stock in a production company in order to stimulate more films. No final action was taken on this nor on any other plans including cooperative buying of equipment and a study of the dangers of subscription television and ways to combat it.

SSA Bolts SWG, Joining IATSE

HOLLYWOOD, Aug. 25.—The Screen Story Analysts Guild has voted to disaffiliate from the Screen Writers Guild and join IATSE.

The change in affiliation was agreeable to the SWG, whose president expressed his best wishes to SSA following the voting. According to SSA business agent Kay Lenard, the change was made because "analysts are wage-hour employees and can best be served in a craft union."

Jap Film to Open Here

"Ugetsu," Japanese film which was the co-winner of the 1953 Venice Film Festival, will have its American premiere at the Plaza Theatre here following the current attraction. Edward Harrison is releasing the import here.

Francis JOINS THE Wacs

(The 5th of the Series)

has more box-office KICK than any Francis film since the first one!

BEST REVIEWS!

"**BEST** of the 'Francis' series" —BOXOFFICE

"**FUNNIEST** picture in the series" —MOTION PICTURE HERALD

"**BEST** 'Francis' comedy to date" —SHOWMEN'S TRADE REVIEW

"**TOPS** the list of 'Francis' appearances" —FILM DAILY

"**BEST** one of the lot" —HARRISON'S REPORTS

BIGGEST GROSSES!

SHEA, Erie
FOX, St. Louis
PALACE, Akron
MAJESTIC, Reno
T & D, Oakland
OAKS, Berkeley, Cal.
CALIFORNIA THEATRE, Bakersfield
CIVIC CENTER, Great Falls, Mont.
DE ANZA, Riverside, Cal.
BYRD AND STATE, Richmond
PINE DRIVE-IN, Waterbury, Conn.
SAN PEDRO DRIVE-IN, San Pedro, Cal.

and hundreds more!

Universal International

Starring **DONALD O'CONNOR • JULIA ADAMS • CHILL WILLS • MAMIE Van DOREN**
LYNN BARI • ZASU PITTS with Allison Hayes • Mara Corday • Karen Kadler and **Francis** The Talking Mule
Directed By ARTHUR LUBIN • Screenplay By DEVERY FREEMAN and JAMES B. ALLARDICE • Based on the Character "FRANCIS"
Created By David Stern • Produced By TED RICHMOND • A Universal-International Picture

Reade

(Continued from page 1)

Department ruling, reaffirmed his support of the Makelim plan, sponsored by Allied States Association. Asked if TOA now would sponsor such production, Reade indicated that the matter is under study and would be discussed at the convention.

Reade, queried on his sentiments regarding any exhibition organization move to take its trade practices complaints to government agencies for correction, said he could only express his own position.

"I've never known exhibition to come out on top when it went to the government," he declared.

Reade was asked specifically what he thought of proposals of Allied States' officials, now meeting in White Sulphur Springs, W. Va., to take their complaints against the distributors to the government. In his answer, Reade made it clear he was not speaking for TOA.

Print Situation 'Chaotic'

The TOA president described the print situation as "chaotic." He added, however, that he thought that distribution is attempting to solve the print shortage the best way it knows how.

A. Julian Brylawski, of Washington, who came here to attend this week's TOA meeting with sales managers, also commented on the print situation. In the Washington area, he said, it is no longer a question of whether you can buy the picture, but can you get a print once the picture is purchased.

150 at Conn. T. O. Golf Tournament

HARTFORD, Aug. 25.—Some 150 persons representing the film industry throughout the northeast attended the annual golf tournament sponsored by Theatre Owners of Connecticut and held at Race Brook Country Club, Orange, Tuesday.

Herman M. Levy, executive secretary of the MPTO of Connecticut, served as toastmaster for the banquet, awarding prizes in various classifications.

Guests included John Murphy, in charge of out-of-town theatres for Loew's, Inc.; Ray Moon and Joseph Gins of Universal International Pictures; John Moore and Arnold Van Leer, Paramount Pictures; and Harry Browning, New England Theatres; Harry Feinstein, Stanley Warner Theatres; and Harry F. Shaw, Loew's Poli New England Theatres.

Revives Stage Shows

CLEVELAND, Aug. 25. — Esther Williams and her Esther Williams Revue will open at the Palace Theatre here on Oct. 7 for an engagement of one week. It will be the first stage show at the Palace since 1951, when Spike Jones and his group appeared for a week.

ALWAYS GOOD!
ALWAYS ON TIME!
FILMACK
FOR BETTER
SPECIAL
TRAILERS
630 Ninth Ave. New York, N.Y.
1327 S Wabash Chicago 5, Ill.

Heads of TOA Units On Convention Body

Heads of the 27 Theatre Owners of America state and regional units have been named to TOA's national convention committee by Walter Reade, Jr., president.

The convention committeemen will serve under the championship of Roy Cooper, George Kerasotes and Horace Denning, whose appointments as co-chairmen were announced earlier. The convention will be held at the Conrad Hilton Hotel, Chicago, Oct. 31 to Nov. 4.

All Sections Represented

Following are the convention committeemen:

R. M. Kennedy, Alabama Theatres Association; Harry Lamont, Theatre Owners of Albany and New York exchange area; K. K. King, Independent Theatre Owners of Arkansas; James S. Carbery, Motion Picture Theatre Owners of Arkansas, Mississippi, and Tennessee; L. S. Hamm, Northern California Theatre Association; Pat McGee, Colorado Association of Theatre Owners; George H. Wilkinson, Jr., Motion Picture Theatre Owners of Connecticut; Horace Denning (co-chairman), Motion Picture Exhibitors of Florida.

J. H. Thompson, Motion Picture Theatre Owners and Operators of Georgia; Edward G. Zorn, United Theatres of Illinois; J. Leo Hayob, Kansas-Missouri Theatre Association; R. R. Livingston, Nebraska Theatre Association; Maurice Miller, New Jersey Chapter of TOA; George J. Gammel, Motion Picture Theatre Owners of N. Y. State; Howard Anderson, Theatre Owners of North and South Carolina; Morris Loewenstein, Theatre Owners of Oklahoma; Edward M. Fay, Theatre Owners of Rhode Island; Lewen Pizor, United Motion Picture Theatre Owners of Eastern Pennsylvania, Southern New Jersey and Delaware; Lester Kropp, Missouri-Illinois Theatre Owners.

Bylawski for Washington

Stacey Wilhite, Tennessee Theatre Owners Association; Henry Reeve, Texas Theatre Owners Association; A. Julian Brylawski, Motion Picture Theatre Owners of Metropolitan D. C.; J. C. Shanklin, Motion Picture Theatre Owners of West Virginia; J. J. Rosenfield, Theatre Owners of Washington, Northern Idaho, and Alaska; Tom Ribble, New Mexico Theatre Association; Al Forman, Oregon Theatre Owners Association; Carle E. Anderson, Montana Theatres Association.

RKO Drops Cleve. Neighborhood House

CLEVELAND, Aug. 25. — The RKO 105th St. Theatre here changed hands today when the 105th Corp., headed by Bernard Rubin of Imperial Pictures and his associates takes over the remainder of the theatre's 99-year lease.

Originally called Keith's East 105th St., the theatre opened in November, 1921, as a vaudeville house. In recent years its policy has been subsequent run double features. Operation of the 2800-seat house is uninterrupted by the change of ownership. However, replacing Edward Payne, who has been manager for many years, is Lou Holland, who came here from Detroit where he was associated with the Detroit Uptown Theatre.

Resounding $23,000 For 'Egyptian' Here

A resounding $23,000 was seen for the opening day of "The Egyptian" at the Roxy here yesterday.

William Moclair, managing director of the theatre, reported $7,300 had been chalked up by 3:00 P.M. yesterday. He said that the opening day's business was three times that of any CinemaScope picture at the house with the exception of "The Robe."

Name Two to Head TESMA Committees

HOLLYWOOD, Aug. 25. — V. J. Nolan, of National Carbon Co., and Mrs. Elizabeth Wagner have been named by Fred C. Matthews, president of the Theatre Equipment and Supply Manufacturers Association, to act as committee chairmen for the TESMA-TEDA-TOA-IPA convention to be held at the Conrad Hilton Hotel, Chicago, which will be held from Oct. 31 to Nov. 4.

Nolan will head the open forum committee representing TESMA. Assisting him will be Clarence Ashcraft, Lee Jones and Nash Weil. The forum will be held on Nov. 4.

Mrs. Wagner has agreed to act as chairman of the ladies entertainment committee which will function throughout the convention. She will be assisted by Mrs. Bea LaVezzi, Mrs. Marie Wendt and Mrs. Matthews.

Plans of 20th

(Continued from page 1)

for CinemaScope." As of Aug. 14, the film executive said, there were 6,848 installations in America, 3,783 theatres having magnetic stereophonic sound and 3,065 houses equipped with optical sound.

The film organization has been deluged, it was learned, by inquiries from overseas 16mm. exhibitors as to when they could expect CinemaScope product in that version. Skouras confirmed that Bell & Howell had developed an anamorphic lens for photography and projection of 16mm. home pictures but would not state what progress has been made thus far by 20th-Fox technicians.

A representative of 20th-Fox a short time ago reported that the company had satisfactorily reduced CinemaScope to 16mm. form, but Bausch & Lomb, which has developed several types of 16mm. anamorphic lenses, has not been able to produce one that has the desired perfection, it was indicated.

The release of CinemaScope newsreels is dependent upon the demand for them from theatres which have equipped for the medium, Skouras said.

Pickets Restrained

DETROIT, Aug. 25.—Judge Louis E. Coach in Lansing has issued an order restraining Flint Motion Picture Projectionists Union, Local 72, from picketing the Skyway Drive-In, east of Owosso. W. F. Rice, the owner, has been picketed a week in a hiring dispute.

First Call for—
ENTERTAINMENT INDUSTRY'S
annual
GOLF TOURNAMENT
sponsored by
NEW YORK VARIETY CLUB

The Vernon Hills Country Club will be the scene of the Entertainment Industry's Golf Tournament to be held Thursday, September 16th and from all indications this Tournament is expected to be the greatest of them all.

Reservations should be made in advance and it will facilitate matters for the committee if you will fill in the coupon below and mail it with your check for $20. Entrance fee includes green fee, lunch and dinner (cost will be $25 if not paid before the day of the Tournament).

We promise you one of the finest times you've ever had.

Count Me In

Here is my entry and $20 for the Entertainment Industry's Golf Tournament to be held Thursday, September 16th, at the Vernon Hills Country Club, Tuckahoe, New York.

Name ....

Address ....

THE COMMITTEE
Chas. A. Alicoate, Chairman, Marvin Kirsch, Co-Chairman, Treas.; Orrin Dunlap, Sid H. Eiges, Edward L. Fabian, Wm. German, Dave J. Jacobson, Edward Lachman, Martin Levine, Burt Robbins, Ted Sullivan, Robert M. Weitman, Chris J. Witting, Max Youngstein, Francis X. Zuzulo.

Fill in and mail to Marvin Kirsch, Treasurer, Golf Tournament, 1501 Broadway, New York 36, N. Y.

Mass. Censors Hit by RKO

BOSTON, Aug. 25.—RKO Radio Pictures has filed three suits in U. S. District Court here pertaining to the censorship of "The French Line."

The first suit is directed against Commissioner of Public Safety Otis M. Whitney and the Mayor of Boston, John B. Hynes, and attacks the constitutionality of the Sunday law in existence throughout the Commonwealth.

The second suit is directed against Arthur Frawley, Mayor of Lynn who, several weeks ago forced the withdrawal of "The French Line" after the first day of its showing at the Capitol Theatre, under a statute purporting to give him authority to revoke an exhibitor's license "at pleasure."

Boston Mayor a Defendant

The third suit is directed against Mayor Hynes of Boston, Thomas F. Sullivan, police commissioner, and Daniel Sargent, a member of the Art Commission. The three make up the censorship board for Boston which has the power to revoke or suspend a theatre license on the grounds of morality or indecency. This board refused to approve "The French Line" for showings in this city.

In all three cases, the complaints charge, this is a violation of freedom of speech, as all censorship of motion pictures is unconstitutional, and that the standards for the censors are too vague and indefinite to serve as constitutional guides for their decisions.

"The French Line" has played in Springfield, Mass., and other cities in the Commonwealth, but not on Sundays, and not in Boston.

George H. Foley of Hale & Dorr, attorney for the plaintiff, stated that "This case in three parts is directed at the censorship laws as they stand today." Continues Foley: "Should these suits be brought to the U. S. Supreme Court, and should we win them, the censorship laws in this state could be wiped out, at least until the legislature passes a new set of statutes."

Ruling Called Indefinite

To play films on Sundays, each exhibitor must first have the approval of the two men who give the authority to grant Sunday licenses. The statute reads in part "in keeping with the character of the day and is not inconsistent with the due observance thereof." RKO charges the wording is too vague and indefinite and is a violation of freedom of speech."

Hedda Hopper for Fawcett Publication

Hedda Hopper's column will appear regularly and exclusively in Fawcett Publications' "Motion Picture" magazine, it was announced here yesterday by editor Jack Podell. Miss Hopper's column, "Under Hedda's Hat," will appear regularly starting with the November issue, he said.

Hartford Art to Reopen

HARTFORD, Aug. 25.—The Hartford Theatre Circuit will reopen its 850-seat Art Theatre here, first-run foreign film outlet, on Sept. 10. Widescreen facilities are being installed. The theatre has been closed since last Spring.

Reviews

"The Bounty Hunter"

(Warner Bros.) *Hollywood, Aug. 25*

RANDOLPH SCOTT'S great personal drawing power, which has been placing him in Top Ten position in Quigley Publications' annual Money-Making Stars poll for a good spell now, is a showman's principal assurance with respect to this Scott vehicle. For in it he plays a bounty hunter, a decidedly unadmirable type of citizen whose means of making a living used to be tracking down and bringing in law-wanted badmen with prices on their heads which could be collected on delivery dead or alive. And in Winston Miller's rough-riding screenplay and under Andre de Toth's loose-rein direction the actor is made to look worse, a good deal of the time, than even the baddies in most Westerns are made to look; for this reason, anybody who misses the single line of dialogue which indicates he's animated by revenge (a dubious motive itself) can have a hard time distinguishing between hero and heavies.

The bounty hunter, it is explained in a foreword, was a man without legal authority, and himself neither an officer of the law nor a criminal, who roamed the old West looking for bandits for whom rewards had been posted. The picture opens with Scott winding up a lengthy pursuit of a wanted man and bringing him to town dead, collecting the $500 reward and buying himself a shave before accepting a proposition from a Pinkerton agent to undertake capture of three outlaws of unknown identity and whereabouts for a price of $5,000, plus as much more for return of their loot if recovered. In the course of making good on this assignment he shoots up a considerable number of citizens, bangs up some others fistically, disdains a dance hall girl and fascinates a doctor's daughter, goes to church on Sunday and trades bullets with all comers the rest of the week. He gets his three men, one of whom turns out to be a girl, and wins the doctor's daughter, of course, but not so convincingly that any save the very youngest of his fans could be expected to believe it.

Others in the cast are Marie Windsor, Dolores Dorn, Howard Petrie, Harry Antrim, Robert Keys, Ernest Borgnine and Paul Picerni.

Sam Bischoff produced and cinematographer Edwin DuPar did a nice WarnerColor job on the terrain.

Running time 88 minutes. General audience classification. Release date, Sept. 25.

WILLIAM R. WEAVER

"Naked Alibi"

(Universal)

FASHIONED from a standard mold of crime film, "Naked Alibi" is favored with good production polish and a cast topped by Sterling Hayden and Gloria Grahame. Hayden, as the chief of detectives who is forced out of his job by a charge of police brutality, turns in an effective performance which is matched by Miss Graham's characterization of a "dance hall singer" and Gene Barry's portrayal of a man with two careers, one as a respectable baker and the other as a gang leader and killer. Suspenseful and taut throughout, this picture of murder and love is fast moving and should hold an audience's interest.

Barry is picked up on a robbery charge but lack of evidence forces Hayden to release him. As he leaves, previously injured in a brawl, he threatens the officers who arrested him. Three detectives are ultimately slain, but Hayden can't pin the rap on Barry. Due to the brawl injuries and a photo of Hayden and Barry in a tussle, the detective chief is forced out of his job, but Hayden vows to bring Barry in as the murderer of the three officers.

Frightened by the constant trailing by Hayden, Barry leaves town to assume his true identity, that of a gang leader and killer, but Hayden follows him. Hayden is waylaid and knifed in an alley and learns during his recuperation that Miss Grahame, his nurse, is Barry's girl. Hayden learns that Barry beat up Miss Graham and sets out to arrest him and in turn is beaten and shot at. In the final sequence, Barry escapes, but after killing Miss Grahame, he is shot and killed by police bullets in a rooftop chase.

Others in the cast are Casey Adams, Marcia Henderson, Chuck Connors and Billy Chapin. The picture was produced by Ross Hunter and directed by Jerry Hopper from a screenplay by Lawrence Roman. The original story, "Cry Copper," was written by J. Robert Bren and Gladys Atwater.

Running time, 86 minutes. Adult classification. Release in October.

L. D.

Legion Rates 2 'B', Places 9 in Class A

Two films have been classified as "B" in the latest listing of the National Legion of Decency. The remaining nine pictures reviewed have all been placed in Class A. "City Stands Trial" and "Gambler from Natchez" are the two productions in Class B.

In Class A, Section 2, are "Down Three Dark Streets," "Three Hours to Kill" and "Voice of Silence."

The six films in Class A, Section 1, are "Brigadoon," "The Detective," "Dragnet," "Duel in the Jungle," "Khyber Patrol" and "Great Tobor."

Ice Revue to Feature Dallas VC Derby Day

DALLAS, Aug. 25.—Details have been completed for an Ice Revue which will be staged through the courtesy of the Dallas Figure Skating Club at the State Fair Ice Arena in connection with the 15th Annual Variety Turtle Derby to be held Sept. 11.

Arrangements for the event were made by Al Reynolds, chief barker; Jack Bryant, executive director; C. A. Dolsen, chairman of the Turtle Derby Committee, and Dorothy Franey, president of the Dallas Figure Skating Club.

Boston Houses Jubilant Over Free Parking

BOSTON, Aug. 25.—Downtown theatre managers here are jubilant over the Metropolitan Transit Authority's decision to offer four of its largest parking spaces to be thrown open for free parking three nights a week.

The parking areas are on the fringes of the downtown section and would be available to car owners both north and south of the city proper and would have facilities for a total of 2,150 cars. Thus film-goers and shoppers are afforded an easy accommodation into Boston with the elimination of the present congested parking problems.

Attendant on Duty

At present there is a 25 cents parking charge in effect in these parking lots. Under the new plan, not only will the lots be free to riders in the subways, but the MTA guarantees to keep an attendant on duty from 5:00 P.M. to midnight on these three nights.

A spokesman at the MTA stated, "complaints have been aired that the reason fewer people are coming into the city proper for an evening of the theatre, dining and shopping, is that it is difficult to find easily accessible and safe parking areas for their automobiles. In an effort to assist in remedying this situation, we will try the experiment of providing free attended parking at four of our largest parking lots three evenings a week for the next three months.

Near Rapid Transit

"All these lots are directly beside the rapid transit stations. If the trial is successful, it will be made a permanent feature of the MTA service," he concluded.

One theatre manager of a downtown first-run house speculated that the new service could easily produce a 15 per cent gain in his boxoffice take on those three nights.

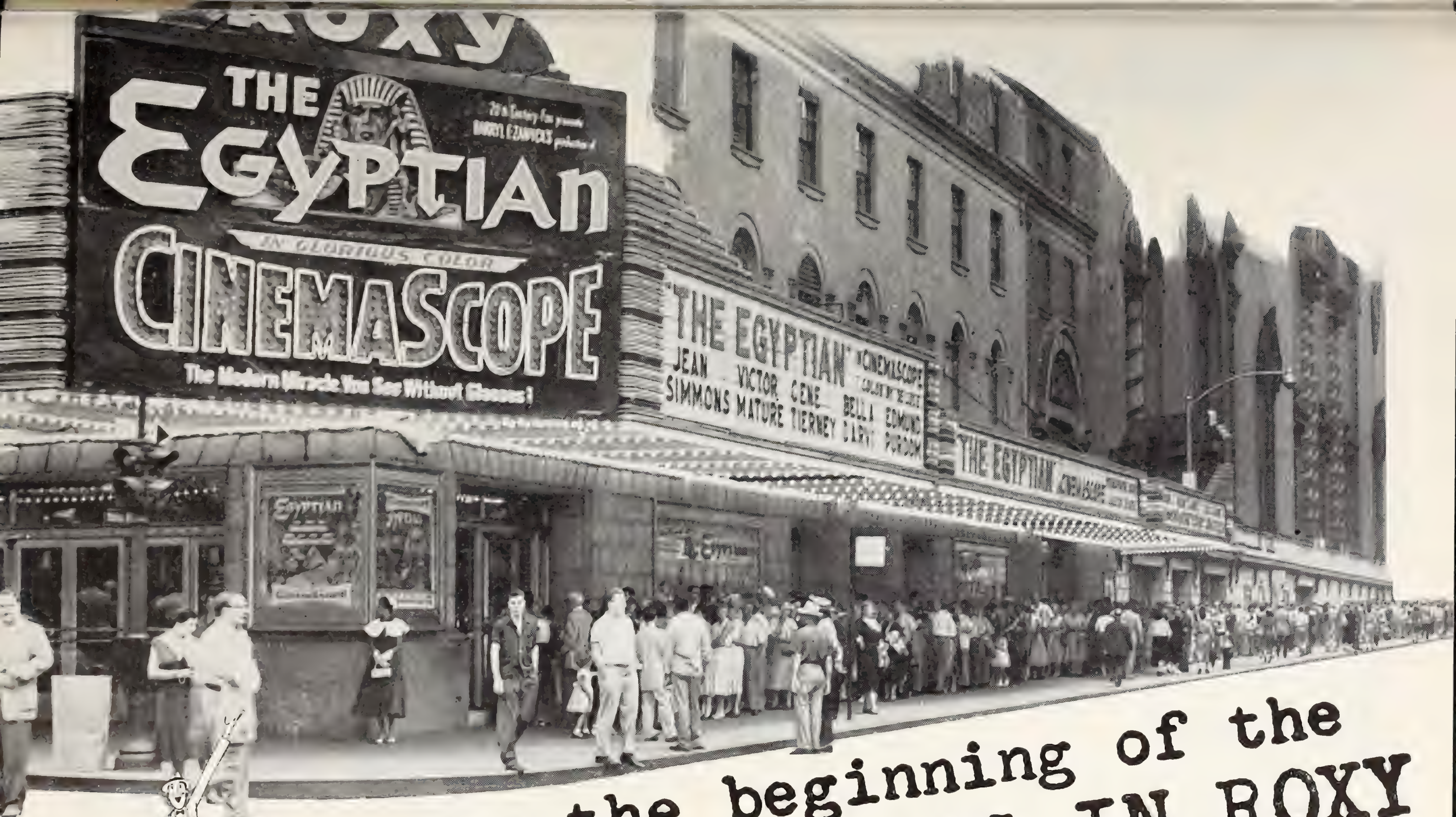
New CinemaScope Popular Overseas

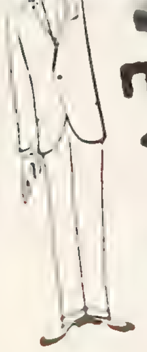
Enthusiastic exhibitor response to CinemaScope's newly-improved photographing lenses and full four-track magnetic stereophonic sound is reported in latest German demonstrations of 20th Century-Fox's "The Advancing Techniques of CinemaScope" in Hamburg, Munich, and Nurnberg, according to advices received at the home offices.

In a wire from R. A. Kreier, managing director, 20th Century-Fox's International Corporation, Germany, he discloses that many exhibitors contemplating installing CinemaScope with regular optical sound have switched to the magnetic system following showings of the demonstration reel.

Laudatory press reception to the subject also is reported, with many reporters praising 20th Century-Fox's product line-up described by production head Darryl F. Zanuck in the film.

Next showings of the reel in Germany will be held in Stuttgart and Hanover.


ROXY
THE EGYPTIAN
20th Century-Fox presents
DARRYL F. ZANUCK'S production of
IN GLORIOUS COLOR
CINEMASCOPE
The Modern Miracle You See Without Glasses!
THE EGYPTIAN CINEMASCOPE
COLOR BY DE LUXE
JEAN SIMMONS
VICTOR MATURE
GENE TIERNEY
BELLA DARVI
EDMUND PURDOM
THE EGYPTIAN CINEMASCOPE
Egyptian



This was the beginning of the
GREATEST OPENING IN ROXY
HISTORY SINCE "THE ROBE"

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 76. NO. 41 NEW YORK, U. S. A., FRIDAY, AUGUST 27, 1954 TEN CENTS

IT MUST BE TRUE-- 'JOURNAL' SEES THEATRE BUSINESS RISING

The Wall Street Journal, known on numerous occasions in the past to have worked hard to find and publish downbeat news of the motion picture and theatre world—to report it almost gleefully and to feature it prominently—startled its readers in the industry yesterday by publishing an upbeat story on current theatre business on Page One.

Yesterday's story goes into no such details and length as the "Journal" devoted to several pessimistic surveys of production and exhibition in the past several years but it is, nevertheless, symptomatic of a trend in financial circles that

(*Continued on page 6*)

Tribute to Balaban Slated for Sept. 26 By N.Y. B'nai B'rith

The tribute to Barney Balaban, president of Paramount Pictures, by the Metropolitan Council of B'nai B'rith for his leadership in business, as a humanitarian and a champion of democracy, will be held at the Waldorf-Astoria Hotel here at a dinner on Sept. 26, the council disclosed yesterday.

A luncheon at which plans for the dinner will be discussed is to be held next Tuesday at the Astor Hotel here with trade press representatives in attendance.

Large advertisements placed in New York newspapers yesterday by the Council announcing the testimonial referred to Balaban as one of B'nai B'rith's "most distinguished members."

The Council's announcement read: "The Metropolitan Council of B'nai B'rith, representing 50,000 members in Greater New York, takes pride in sponsoring this tribute to Barney Balaban—in recognition of a life of selfless service dedicated to the welfare of his country, his fellow man and the State of Israel. Not only as president of Paramount Pictures, but

(*Continued on page 6*)

WGA-W Constitution, Red Ban Approved

By WILLIAM R. WEAVER

HOLLYWOOD, Aug. 26.—The Screen Writers Guild membership last night approved a constitution for the newly-formed Writers Guild of America West, Inc., by a vote of 325 to 12. In a separate session, the Radio Writers Guild members voted 73 to 23 to approve. Following separate meetings, the respective memberships joined in the appointment of officers and directors to serve during the interim period between now and No-

(*Continued on page 6*)

Name 3 Directors for Loew's Subsidiary

WASHINGTON, Aug. 26.—Three directors of the new Loew's theatre-operating subsidiary—ultimately to become the new theatre company—which will come into being when the divorcement provisions of the consent decree become effective Aug. 31, have been approved by the New York Statutory Court, a Justice Department spokesman said today. Under the

(*Continued on page 6*)

40th Anniversary

Para Begins 3 Month Sales Drive Sunday

Paramount's 40th anniversary sales drive, which marks the company's four decades of achievement in the entertainment field, will open Sunday with the start of "A. W. Schwalberg Anniversary Week" in honor of the president of Paramount Film Distributing Corp.

The drive, termed "A Salute to the Future," will continue through Dec. 4.

"Schwalberg Week" will be one of several identified weeks in the drive. Another will be "Paramount Week," Sept. 5-11.

"Oscar Morgan Week," in celebration of the 40th anniversary with the company of Paramount's sales manager for short subjects, Paramount News and special features, has been set for Oct. 24-30. To help launch the drive, the company is releasing

(*Continued on page 6*)

"White Christmas"

. . . in VistaVision

[*Paramount*] *Hollywood, Aug. 26*

"WHITE CHRISTMAS" is a failure-proof picture if there ever was one. It has everything any tip-top-grossing musical is expected to have, plus one thing no other attraction ever had. That one thing is VistaVision, and VistaVision is destined to be a magnetic word on theatre marquees henceforth. "White Christmas" is scheduled to world-premiere at Radio City Music Hall in mid-October. This picture is likely to play right on through winter and into spring. Paramount calls it the "most costly and biggest musical" in its history—and the public is sure to pronounce it also to be Paramount's best.

The picture is termed Irving Berlin's "White Christmas," and it has 13 Berlin songs in it, including the title song, now an American classic. It also includes "Count Your Blessings," which is probably the best among Berlin's new ones, and sure to lead the Hit Parade. Memory has trouble digging up a past musical so well equipped musically.

The picture also has five money names for the billing: Bing Crosby Danny Kaye, Vera-Ellen, Rosemary Clooney and Dean Jagger—names

(*Continued on page 3*)

Reviewer's Note on VistaVision:

In its two hours running time "White Christmas" contains the widest possible variety of camera angles, focal depths and photographic hazards. The VistaVision process proved itself brilliantly. It was clear to all observers that the process could benefit proportionately any size and shape of picture that any individual exhibitor might choose for his particular theatre. The screen image was totally free of grain or other blemishes. Its rich Technicolor tones were deep, firm and constant, and in the many swift dancing sequences definition and clarity were outstanding.—W. R. W.

Big Jump

$3,096,545 Net Earnings in 26 Weeks for Fox

$1.17 Per Share Earned Compares with 6c in '53

Consolidated net earnings of $3,096,545 for the 26 weeks ended June 26, last, was reported here yesterday by 20th Century-Fox. This amounted to $1.17 per share on the 2,644,486 shares of common stock outstanding, the company added.

Comparable operations for the 26 weeks of 1953 showed net earnings of $158,309 which amounted to six cents on the 2,769,486 shares of common stock then outstanding. In the 1953 26-week period, it was pointed out that no tax provision was required.

Comparable earnings before taxes this year amounted to $5,696,545 against which the tax provision amounted to $2,600,000.

The net earnings for the second quarter ended June 26, 1954 amounted to $1,048,515 as compared with a net

(*Continued on page 6*)

Six More Months for AB-PT Divestiture

By Staff Correspondent

WASHINGTON, Aug. 26.—The Justice Department has agreed to give American Broadcasting - Paramount Theatres another six months in which to complete the divestiture of its 774 theatres required by the Paramount consent decree.

The Sept. 3 deadline has been pushed ahead to March 3, 1955, a Justice official stated. AB-PT has disposed of all but 47 of the theatres required to be divested, he added.

Allied Artists Plans Pittsburgh Exchange

HOLLYWOOD, Aug. 26.—Following a meeting of the board of Allied Artists, president Steve Broidy announced that the company will pay 13¾ cents per share as a second quarterly dividend on the 5½ per cent cumulative convertible preferred $10 par value stock, payable Sept. 15 to holders of record Sept. 3. The board also authorized officers of the corporation to take the necessary steps toward listing the stock of the organization

(*Continued on page 6*)

Personal Mention

HENRY GINSBERG will leave here for the Coast over the weekend.

•

Louis Weitz, secretary of the Cleveland Motion Picture Exhibitors Association, and Mrs. Weitz, are the parents of a daughter born this week at St. Anne's Hospital, Cleveland.

•

Mrs. Marie M. Eddy, member of the Paramount 25-Year Club in Albany, N. Y., has returned there to her duties as cashier following an operation.

•

Edward Redstone, vice-president of the Redstone Drive-in Theatres of Boston is the father of a girl born to Mrs. Redstone at Beth Israel Hospital there.

•

E. S. Johnson, film carrier of Cleveland, and Mrs. Johnson are visiting their son, Lt. Charles Johnson, training to be a jet pilot at Big Spring, Texas.

•

Leonard Allen, Southern publicity representative for Paramount, with offices in Atlanta, has returned there from Charlotte.

•

Bill Simpson, of the Kay Exchange, Charlotte, is the father of a girl born this week to Mrs. Simpson. It is their third child.

•

Gil Williams, of Van Praag Productions, is the father of a daughter born to Mrs. Williams at Flower Hospital here.

•

John E. Petroski, of the Palace Theatre, Norwich, Conn., has returned there with Mrs. Petroski from a vacation.

•

Maura Jane Roche, switch board operator at the United Artists exchange in Boston, was married in Wolaston, Mass., to Alfred Jago.

•

Charles Simpson, theatre owner in Chattanooga and Knoxville, is the new owner of the War Eagle Theatre in Auburn, Ala.

•

Harvey Cohen, Universal-International lawyer, has left New York for London via B.O.A.C. Mayflower.

•

Mrs. Charles Boyer, the former Pat Patterson, is aboard the "Liberte" enroute from New York to France.

•

C. L. Strickland, vice-president of Strickland Films, Atlanta, has returned there from Birmingham, Ala.

•

N. E. Savini, special representative of Astor Pictures, was in Atlanta this week from New York.

•

Lou Cohen, of Loew's Poli, Hartford, will return there from Los Angeles around Labor Day.

•

Irving Levin, president of Filmakers, Inc., will leave Hollywood by plane Sunday for New York.

Sept. Hearing for Mass. Censor Suit

BOSTON, Aug. 26.—Three federal judges will hear RKO Radio argue the constitutionality of the existing censorship laws in Massachusetts next month pending the determination of the issuance of preliminary injunctions which would prevent interference with the exhibition of "The French Line."

Date for the hearing remains to be set.

Three Suits Filed

RKO Radio filed three suits in U. S. District Court here pertaining to the censorship of the film. The suits were directed against Commissioner of Public Safety Otis M. Whitney and John B. Hynes, mayor of Boston, Arthur Frawley, mayor of Lynn, Thomas F. Sullivan, Police Commissioner of Boston, and Daniel Sargent of the Boston Art Commission as censorship official.

Each suit attacks the constitutionality of the Sunday law in existence throughout the state. The complaints charge it is a violation of the freedom of speech, as all censorship of films is unconstitutional, and that the standards for the censors are too vague and indefinite to serve as guides for their decisions.

Damages Asked

RKO is also asking damages for whatever the court deems is justifiable for past interference by the defendants in not allowing the film to be exhibited in Boston and Lynn and on Sundays throughout Massachusetts.

"The French Line" has played in Springfield, Mass., and other cities in the Commonwealth, but not on Sundays, and not in Boston.

'Egyptian' Tops 1st Day Gross of 'Robe'

BALTIMORE, Aug. 26.—A record opening day gross of $4,000 was set by "The Egyptian" here at the New Theatre, topping the previous opening day record of $3,000 set last year at the same theatre by "The Robe."

The bow of "The Egyptian" also marked the celebration of the 25th anniversary of Morris Mechanic, owner of the New Theatre, as an exhibitor. Joining in the double event were a distinguished number of personalities, including Johnnie Ray, Supreme Court Justice Joseph Carter and others.

$18,000 for 'Egyptian'

A healthy $18,000 was estimated for the second day of "The Egyptian" at the Roxy Theatre here, William Moclair, managing director of the house, disclosed yesterday, bringing its two-day gross at the theatre over the $40,000 mark.

Odeon Renovating House

TORONTO, Aug. 26. — Odeon Theatres (Canada) Limited has started extensive improvements, including new projection and sound equipment, in its 2,250-seat Capitol Theatre at Hamilton, Ont., which was fitted with CinemaScope last spring.

Near $1,000,000 For 'Seven' at Hall

"Seven Brides for Seven Brothers" is approaching the $1,000,000 mark at the Radio City Music Hall here, with $902,000 racked up at the box-office over a five-week period.

The picture began its sixth week yesterday, with business good as usual, the Hall reported.

Corkery to Brazil On U. S. Film Debt

In light of the current unsettled state of affairs in Brazil, Robert J. Corkery, assistant vice-president of the Motion Picture Export Association, is expected to visit the Brazilian capital shortly, it was learned here yesterday.

Corkery, now in Argentina, was said to be scheduled to visit Brazil before his return to the U. S. Brazil still owes American distribution interests several million dollars, an indebtedness which was being paid off by the former Vargas government.

Ala. Film Business Seen on Increase

ATLANTA, Aug. 26.—Based on Alabama state tax collections, the film business in that area is definitely on the upgrade, according to figures compiled by the Bureau of Business Research of the University of Alabama.

Tax returns for May of this year were up 19.4 per cent over those of April, the bureau disclosed, and also pointed out that receipts for May were 10.1 per cent more than for the corresponding month of 1953

'Apache' to Open at 44 Theatres in NYC

"Apache," a Hecht-Lancaster Production which is being released by United Artists, will open next Wednesday in 44 theatres, 29 of the houses being Loew's theatres, throughout the metropolitan New York City area.

Winding up an eight-week run at the Mayfair Theatre here Tuesday, the film will be paired with Ivan Tors' "Gog," another United Artists distributed film.

Fox Declares Dividend

A quarterly cash dividend of 40 cents per share on the outstanding common stock of 20th Century-Fox was declared, payable on Sept. 30 to stockholders of record at the close of business on Sept. 10, at a meeting of the board of directors here yesterday.

Republic Dividend Set

A dividend of 25 cents per share on preferred stock, payable Oct. 1, to stockholders of record as of the close of business on Sept. 10, was declared yesterday by the board of directors of Republic Pictures Corp.

Credits 'Scope For Upswing

The introduction of CinemaScope in the past year was cited yesterday as "a key reason" for the current business upswing in the film industry by Sol A. Schwartz, president of RKO Theatres.

Schwartz, speaking at a special meeting of RKO theatre managers from the greater New York area, paid tribute to Spyros P. Skouras, president of 20th Century-Fox, for his efforts in launching the new medium, citing the courage and foresight necessary for such a vital undertaking.

The meeting, held at the 20th Century-Fox home office, was called especially to discuss with theatre managers suggested ways of improving the presentation of CinemaScope pictures, and for a special showing of "The Egyptian."

Other Officials Heard

Careful attention to proper focusing and the handling of sound levels was urged by Schwartz in his remarks, following which W. C. Michel, 20th Century-Fox vice-president, Earl I. Sponable, research director of the film company, Herbert Bragg, his assistant, and Charles Horstman, head of maintenance and installation for the circuit, also addressed the theatre heads.

At the conclusion of the talks, "The Egyptian" was screened.

Goldberg to Build Theatre, Development

OMAHA, Aug. 26. — Ralph D. Goldberg announced the purchase of two lots for an indicated price of $70,000 in a residential area here to build a theatre-apartment-mercantile-garage project.

"For 40 years I've dreamed of building the finest theatre in town," he said "The purchase gives me room for parking, essential for any operation today," he said. Goldberg also owns the Blackstone garage, stores and parking lot adjoining the property.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"SEVEN BRIDES FOR SEVEN BROTHERS"
in CINEMASCOPE starring
JANE POWELL - HOWARD KEEL
Color by ANSCO - An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

WARNER BROS PRESENT
KING RICHARD AND THE CRUSADERS
CINEMASCOPE AND WARNERCOLOR
STARRING REX HARRISON · VIRGINIA MAYO · GEORGE SANDERS · LAURENCE HARVEY
COOL AT PARAMOUNT B'WAY at 43rd ST

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor. Published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Many Prospects

Observers See Open Race For Head of TOA

By LESTER DINOFF

Speculation as to the successor to Walter Reade, Jr., as president of Theatre Owners of America, already has begun with the election at the 1954 TOA convention in Chicago, Oct. 31 to Nov. 4 at the Conrad Hilton Hotel, still two months away.

The names of a number of prominent exhibitors active in TOA affairs have been mentioned in connection with the presidential race—Pat McGee, Denver; George Kerasotes, Springfield, Ill.; Roy Cooper, San Francisco; Albert M. Pickus, Stratford, Conn., and Reade, who may be drafted for a second term, it is said.

Look to Midwest

Past presidents of TOA were Ted R. Gamble, 1947, Arthur H. Lockwood, 1948, Samuel Pinanski, 1949-50, Mitchell Wolfson, 1951, Alfred Starr, 1952, Reade, 1953.

Some observers feel that a representative from the middle U. S. may be named by the TOA membership as president due to the many theatre organizations located in that area. Logical exhibitors for the position would be McGee, a vice-president of TOA, or Kerasotes, member of the TOA executive committee.

McGee, general manager of Cooper Theatres in Denver, has been very active in the lowering of the Federal excise tax from 20 per cent to 10 per cent, effective April 1, 1954, through the COMPO Tax Repeal Committee. Many TOA members feel this may attract the nomination to him.

Kerasotes Popular

Kerasotes, vice-president of United Theatres of Illinois, has been very active in exhibitor affairs in and around the midwest area. Reade has named him, along with Cooper and Horace Denning of Dixie Drive-ins in Jacksonville, Fla., as co-chairman of the 1954 convention. Kerasotes recently attacked the distribution companies in a speech stating that "the sales policies of the major film companies have lowered the standards of business ethics and are destroying equitable business relations with exhibitors."

In some quarters, the speech was regarded as a vehicle for bringing a "dark horse" to the front.

Cooper, a vice-president of TOA, and head of a West Coast theatre circuit bearing his name, was in attendance at the TOA executive board meeting in Los Angeles early this summer and sat in on conferences between TOA and Hollywood production heads, gaining some national prominence thereby.

Pickus also was in attendance at the West Coast TOA conclave this summer and was named by Reade a few months ago to represent the theatre organization here when independent producer Hal Makelim told New York, Connecticut, New Jersey and Pennsylvania theatre owners and operators about his film production plans. Pickus is a vice-president of TOA and is owner of the Stratford Theatre, Stratford, Conn.

It is not known what Reade's feelings are concerning a second term, but in some quarters it is felt that he could be prevailed upon to continue in his capacity as TOA head. However, the precedent heretofore has been to elect TOA presidents for one-year terms only.

Broidy to Reveal A-A Plans to Press

Plans for future production and other important corporate activities of Allied Artists will be outlined to trade press representatives by Steve Broidy, president, at a luncheon at 21 Club here next Wednesday.

Broidy is scheduled to arrive in New York from the Coast on Sunday. He will attend the company's sales meeting starting here on Monday, and is scheduled to leave for Europe Wednesday.

"White Christmas"

(*Continued from page 1*)

that belong to five people talented beyond competitive challenge in their respective categories.

Crosby, looking half his years, sings as young as he looks, and clowns in pace with Kaye, the fastest living all-events entertainer—who reciprocates by singing back at the master.

Miss Clooney handles the feminine singing opportunities potently, and Miss Ellen dances fascinatingly and often.

Jagger, who is always coming up with show-stopping performanaces at unexpected points in Hollywood pictures, supplies here, unaided, an honest pathos which made hardened press-previewers choke up and cry delightedly during the final portion of the song-laden story about war-time buddies in a post-war world.

IN rich color by Technicolor, fortified by VistaVision, the picture opens on Christmas Eve close behind the battle line, with soldiers singing their loyalty to Jagger, who is being relieved by another general. It jumps ahead then to peace time and follows Crosby and Kaye, as ex-soldiers, to stage and nightclub fame, and through diverting personal adventures that land them, finally, at a Vermont resort now owned by Jagger, and going broke due to delay in the annual snowfall and hence, in patronage. They figure out what to do about putting his business on a firm foundation, and do it, which is how the heart-tug gets into what is otherwise a light and funny musical.

As written by Norman Krasna, Norman Panama and Melvin Frank, three top-talented writing men, the story plays far better than the synopsis suggests.

Production is by Robert Emmett Dolan, his first producing assignment and mighty well discharged by any and all standards. Direction is by that most versatile and dependable veteran, Michael Curtiz.

Robert Alton rates high praise for staging the dance and musical numbers in an extraordinary and magnificently colorful fashion.

Musical direction and vocal arrangements are by Joseph J. Lilley, and orchestral arrangements by Van Cleaves. Troy Sanders was music associate.

Loyal Griggs, whose "Shane" won him last year's Academy Award for cinematography, gave "White Christmas" the full benefit of his camera skill.

Running time, 120 minutes. General audience classification. Release date, not set.

WILLIAM R. WEAVER

Five Hartford Houses Aid 'Courtesy Drive'

HARTFORD, Aug. 26.—As an aid to community service, five first-run theatres here are participating in a radio-station-sponsored "Courtesy of the Road" campaign. The participating theatres include Loew's Poli, Palace, Allyn, Strand and E. M. Loew's, with 18 courteous drivers of the week given theatre passes.

The radio station plugs traffic safety throughout the day, with station representatives selecting drivers and awarding both tickets and gifts from the program sponsor, a soft drink bottling concern.

Illinois Allied Signs Six More for Buying

CHICAGO, Aug. 26.—Jack Kirsch, president of Allied Theatres of Illinois, Inc., today disclosed that Charles Lindau, a director of the organization, has enrolled his Kedzie and Louis theatres in the Allied buying and booking department.

Other recent additions to Allied membership and the buying and booking department include the Holiday Theatre, Park Forest; Lans Theatre, Lansing; Elm Theatre, Wauconda, and the Holly Theatre, Chicago.

Two 'B' and Two 'A' In Latest Legion List

Two films in Class B and two in Class A comprise the latest listing of the National Legion of Decency.

"The Egyptian" and "Shield for Murder" are the two pictures rated as Class B, while in Class A, both in Section 1, are "African Adventure" and "Bengal Brigade."

Kane to Handle 'Luther'

John Kane has been appointed sales representative for "Martin Luther" in the St. Louis exchange territory, it is announced by Cresson E. Smith, general sales manager of Louis de Rochemont Associates. Physical distribution of the film continues through the National Screen Service branch exchanges.

Normandie Gets 'Africa'

Robert C. Ruark's "Africa Adventure" has been booked into the Normandie Theatre here, it was announced yesterday by RKO Radio, which is distributing the RKO-Pathe production. The opening date will be announced soon.

Pre-planning

UA Establishes Close Liaison With Producer

A close liaison between United Artists and independent producers releasing through the company, has been established whereby an advertiisng and promotion campaign on a UA release is begun prior to a film's completion, Roger Lewis, UA advertising manager, reported in a statement issued yesterday.

Recently returned from a two-week trip to Hollywood where he conferred with producers alligned with United Artists, Lewis said that "a number of film makers have no ideas as to the requirements for an advertising campaign."

Views Exchanged

Some producers are unaware of the needs, requirements and anticipations of advertising in regard to setting up a campaign, he said. "During my trip, I discussed with producers the pre-production planning of a promotion campaign, told them what is needed in the way of promotion and in turn, the producers, in some cases, informed me as to what they would like to see in ads and promotion," Lewis said. "Both producers and myself had an opportunity, in a general way, to discuss the tentative advertising plans on product," he said.

Among the film producers whom Lewis conferred with were Paul Gregory, who is producing "The Night of the Hunter" for UA release, Stanley Kramer, Ivan Tors, Jane Russell of Russfield Productions, and representatives of Hecht-Lancaster Productions.

Projectionist Cracks Up

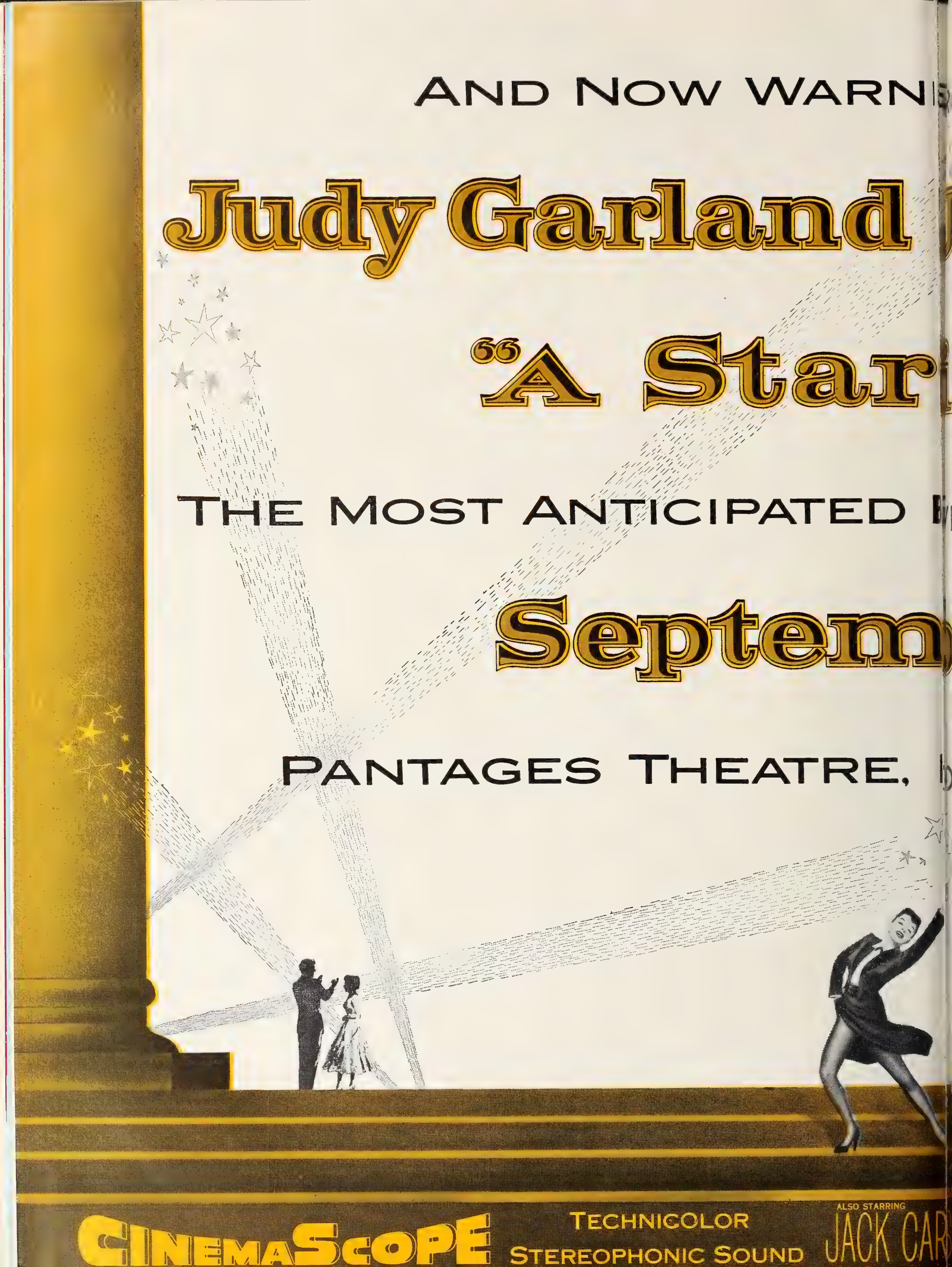
TORONTO, Aug. 26.—A 36-year-old projectionists of Tillsonburg, Ont., Herbert McLuhan, is recovering from injuries, including a fractured leg, which he sustained when his plane, in which he was flying solo, crashed in a fog.

U. A. Heads to Fete Trade Press Sept. 8

A party to celebrate the contining business progress of United Artists and to fete members of the trade press, who are credited with having contributed "in no small measure" to that progress, will be given by company executives on Sept. 8 at the New York home of Arthur Krim, president.

Invitations promise that "there will be no speeches, no press releases, official statements, production data, annual grosses, long-run records or progress reports. We just want to get together with you for a good time."

Krim and Arnold Picker, U. A. vice-president in charge of foreign distribution, will leave on a trip to the Far East Sept. 11.



AND NOW WARN

Judy Garland

"A Star

THE MOST ANTICIPATED

Septem

PANTAGES THEATRE,

CINEMASCOPE

TECHNICOLOR
STEREOPHONIC SOUND

ALSO STARRING
JACK CAR

R BROS. PRESENT

James Mason

is Born"

VENT IN SHOW BUSINESS

ber 29th

OS ANGELES

·CHARLES BICKFORD WITH TOM NOONAN · SCREEN PLAY BY MOSS HART · DIRECTED BY GEORGE CUKOR · 6 NEW SONGS BY HAROLD ARLEN AND IRA GERSHWIN

PRODUCED BY SIDNEY LUFT · A TRANSCONA ENTERPRISES PRODUCTION · PRESENTED BY WARNER BROS · MUSICAL DIRECTION BY RAY HEINDORF

National Pre-Selling

"Coronet's" editor, Fritz Bamberger, selected "Seven Brides for Seven Brothers" as the best picture of the month for August.

•

A full color picture of Clark Gable dominates the front cover of "Look's" current issue. In the same issue six pages are devoted to a photo and text story of Gable's career in the theatrical world dating from 1928 to the present time. His next picture will be "The Tall Man."

•

John Wayne star of RKO's "The Conqueror," and his two sons will be spotlighted on the front cover of the August 29 issue of "Parade." A very interesting personality story of Wayne appears in the issue, accompanied by photos taken on the Utah desert during the filming of "The Conqueror."

Three Releases Entered by UA In Two Festivals

United Artists has entered three releases in two film festivals taking place in Europe this week. 'Rebellion of the Hanged" and "Adventures of Robinson Crusoe" have been entered in the Venice Film Festival. "Little Fugitive" was screened on Tuesday for official recognition at the Edinburgh Film Festival.

Guild Films Opens Office in Detroit

Guild Films has opened its seventh branch office, located in Detroit, Reub Kaufman, president, announced. The new office will be under the supervision of W. A. Pomeroy, Guild sales representative for the Midwest territory.

In addition to its main office in New York, Guild has offices in Hollywood, Portland, Kansas City, Chicago, Cleveland, and Toronto.

'Bull' Grosses $5,371 At Rapid City House

RAPID CITY, S. D., Aug. 26.—W. R. Frank's CinemaScope production, "Sitting Bull," a United Artists release which had its world premiere at the Elks Theatre here on Aug. 19, grossed $5,371 during the first four days of its engagement and $575 during the first day of the film's run at the Bell Theatre in Bell Fourche, a representative of the distribution company said.

1,122-Car Drive-in Opening in Omaha

OMAHA, Aug. 26.—The 1,122-car Sky View Drive-In Theatre will open tomorrow with "The Long Wait." Owners Ralph Blank and William Miskell, who built the $225,000 outdoor house, claim the screen is "the largest all-steel curved screen in the world." They plan to install electric car heaters.

'Wall Street Journal' finds Business Up

(*Continued from page* 1)

has been increasing in recent weeks as news of the nationwide improvement in theatre attendance circulates.

Following is the "Journal's" report, published under the heading "Business Bulletin:"

Movie Palace Crowds pick up, cheering theatre operators.

"Way above a year ago," is the way William Goldman, head of a 20-theatre chain in eastern Pennsylvania, describes current business. Dallas exhibitors report "a hefty increase" in attendance this summer. National Theatres, Inc.—it operates 359 flicker houses in the Midwest and West—notes attendance started up in June and "looks good from now on." An official of Loew's Cleveland theatres says there's been a good pick-up since spring.

Behind the upturn: More attractive pictures. "Give the public topflight movies and they'll turn out," says a Philadelphia operator. Adds the manager of a 13-unit chain in Texas: "Patrons are showing an especially strong liking for wide screen fare."

Bright note for moviegoers: The Cleveland Motion Picture Exhibitors Association finds that installation of wide screens is eliminating the double feature.

Balaban

(*Continued from page* 1)

as an outstanding figure for years in the motion picture world and as a driving force in advancing democracy for the benefit of all mankind, Barney Balaban has combined the highest traditions of American life and the loftiest humanitarian principles. In this and in his devoted efforts to build and strengthen the State of Israel, he has nobly and consistently put into practice the aims and ideals to which B'nai B'rith is dedicated."

Paramount Drive

(*Continued from page* 1)

14 of its projected 60 short subjects set for the 1954-55 season.

"Paramount has never been better equipped with top-drawer product for conducting a major sales drive," Schwalberg said yesterday. He cited "Living It Up," "Knock on Wood," "About Mrs. Leslie," "Rear Window," and "Sabrina," among others.

Many Awards Lined Up

Monroe R. Goodman, assistant to Schwalberg and drive co-ordinator, has announced that many valuable prizes will go to branch managers, salesmen, bookers and other drive winners.

TORONTO, Aug. 26.—Appointed by general manager Gordon Lightstone to lead the Dominion-wide campaign, Win Barron, of the Canadian Paramount head office here, has lain the preparatory foundation for the company's 40th anniversary sales drive of 14 weeks which opens Sunday with a special week dedicated to A. W. Schwalberg, president of Paramount Film Distributing Corp.

'Streets' Here Sept. 3

"Down Three Dark Streets," starring Broderick Crawford and Ruth Roman, will have its New York premiere at the Palace Theatre Sept. 3, it was announced by William J. Heineman, vice-president in charge of distribution for United Artists, which is releasing the Edward Small presentation.

20th Net

(*Continued from page* 1)

loss of $865,656 for the second quarter of 1953. The net earnings for the first quarter of 1954 were $2,048,030.

Amortization of film costs has been taken on the same basis as in previous years, the company stated.

A comparison of the 26 weeks of 1954 with the 26 weeks of 1953 shows the following: income from film rentals was $47,829,420 for the 1954 26-week period compared to $48,415,246 for the 26-week period in 1953; other operating income for the 26-week period in 1954 was $3,985,009 against $2,998,502 in the 1953 period. Dividends for the 26 weeks ended June 26, 1954, were $635,079 compared to $101,256 in the 1953 period. Income from all sources for the 26-week 1954 period was put at $52,449,508 compared to $51,515,004 for the same period the previous year.

Allied Artists

(*Continued from page* 1)

on the American Stock Exchange.

Broidy also said the present 10 members of the A. A. board were designated as the management's choice for the next year's board, subject to a vote of stockholders at the annual meeting Nov. 10.

Negotiations are being completed, Broidy said, for the purchase of a Pittsburgh exchange, effective Sept. 30.

Broidy will fly to New York Sunday enroute to Monte Carlo for the Associated British-Pathe sales convention opening Sept. 4.

Loew's Subsidiary

(*Continued from page* 1)

decree, three of the six directors must be cleared by the court. The Justice official declined to name the other three, whom Loew's may select.

The three court-approved directors are: Frank Pace, Jr., former Secretary of the Army and now executive vice-president of General Dynamics; Thomas J. Connellan, retired vice-president of the National City Bank, and Thomas Lowell Norton, dean of the Bernard Baruch School of Business and Public Administration, College of the City of New York.

People

Herrick Herrick, composer and writer, has arrived in New York from Hollywood to spend three or four weeks with friends in Connecticut before leaving for India for production work. He reports that he has completely recovered from the recent accident in which he suffered the loss of one eye.

◆

Bill Elder, manager of Loew's Penn Theatre in Pittsburgh for the past eight years, has been transferred to San Francisco as manager of the Warfield Theatre there. He will be succeeded at the Penn by **Frank Arena,** who has been manager of the Granada Theatre, Pittsburgh.

◆

Henry S. Herschman, formerly advertising and sales promotion manager for several Chicago mail order houses, has been named advertising head at Radiant Manufacturing Corp., Chicago makers of projection screens for homes, schools, institutions and industry.

◆

Jack Bunker, assistant to **Harold Lyon,** manager of the Paramount Theatre in Kansas City, a Tri-States house, has been named manager of Tri-States' Rocket Theatre in Rock Island, Ill. He will be succeeded in the Kansas City post by **William Rudolph.**

WGA-West

(*Continued from page* 1)

vember, when formal elections will be held. WGA West will affiliate with WGA East, which also held a formulating meeting last night in New York.

The SWG meeting voted virtually unanimously that the constitutional amendment barring Communists from membership be submitted to the entire membership of the Writers Guild of America at its first official meeting. The resolution was offered by Borden Chase and seconded by Kay Lenard, president of the Motion Picture Industry Council, Valentine Davies and many others, and is considered the strictest anti-Communist stand presented to any similar organization's membership to date.

The resolution, which necessarily remains in recommendation status until presented to the full membership, reads in part:

"No person shall be a member of the Writers Guild of America West, Inc., who is found by any legally constituted agency of the U. S. Government to be maintaining membership in, knowingly promoting the special interest of, or rendering aid and assistance by lending his name or talent to the Communist party or any organization known to him to be portion, branch or sub-division thereof, or any organization established by due Federal process legal or judicial, to be subversive.

"Furthermore, no person shall be a member of WGA West who refuses to cooperate with any legally constituted agency of the U. S. Government whose function it is to investigate or legislate concerning subversive activities."

St. James Theatre Will Be the Closest To N.Y. for Fight

Walter Reade's St. James Theatre in Asbury Park, N. J., will be the nearest theatre to New York to present the Sept. 15 Marciano-Charles fight telecast, it was disclosed by the circuit president.

Like the first Marciano-Charles title fight, this will be blacked out from all theatres within 50 miles of New York's Yankee Stadium. In addition to the St. James, Reade announced that his circuit's Lawrence Drive-in, Trenton, also will carry the bout.

The St. James, which can accommodate about 1,800 people, has been scaled at $4.40 and $3.30, Federal taxes included, with tickets placed on sale at all Walter Reade theatres in Monmouth and Middlesex counties. The Lawrence Drive-In, which has a 1,000-car capacity, will sell tickets at $3.30, tax included, but will place a minimum of four admissions per car. Bleachers will again be erected in the front of the drive-in for pedestrian admissions.

Special Equipment Needed

In the case of the Lawrence Theatre, several thousand dollars worth of special equipment will again be involved, with a 100-foot tower to be constructed near the theatre's 40 by 60-foot screen, Reade said. A portable RCA projection unit will be utilized to project the television picture which will fill the screen. The St. James installation will likewise represent several thousand dollars of special equipment.

The St. James, which has presented every fight made available to large-screen theatre television, has virtually sold out for every event, Reade says. Lawrence Drive-In, which brought theatre television to the Trenton area for the first time with the first Marciano-Charles fight, had an audience of nearly 4,000 for the July event, he said.

Meanwhile, Reade announced that contracts had just been signed to present the "Opening Night at Carnegie Hall" telecast with Dimitri Mitropoulos conducting the 109-piece Philharmonic-Symphony Orchestra of New York at the St. James Theatre, Asbury Park, on Oct. 7.

Metropolitan Opera Scheduled

This will be followed on Nov. 8, at the St. James by the "Opening Night" telecast at the Metropolitan Opera in New York City, with a special program arranged by Rudolph Bing, general manager of the Metropolitan.

Both presentations will be exclusive, according to Reade, with no other theatre in New Jersey scheduled to participate. Neither event will be on home television.

The St. James' Trad projection unit will be utilized to bring the events to the theatre's large screen. This will mark the first time two such musical events will be made available to New Jersey audiences via theatre television.

HOWARD E. STARK
Brokers and Financial Consultants
TELEVISION STATIONS
RADIO STATIONS
50 E. 58th St., N. Y. EL 5-0405
Specialists to Motion Picture Industry

Television--Radio

with Pinky Herman

Pinky Herman

NOW completing the lead role (we predicted months ago in this pillar that he'd be named by Rodgers & Hammerstein 2nd) in the forthcoming Todd-A-O film production of "Oklahoma," Gordon MacRae will be seen as permanent host on the new "NBColgate Comedy Hour" the week following its resumption Sunday, Sept. 19 (8:00 P.M. EST). Gordon, who started his fabulous career as an NBC page boy will sing-host 20 programs of the 'C.C.H.' schedule. . . . For a half hour of light, easy-to-listen-to-musical fare, tune in Thursdays 9:00-9:30 P.M. to the "Sammy Kaye Show," TVia ABCoast to coast, sponsored by Brillo. . . . Inspired by an article in Walter Winchell's column dealing with the courageous work of William and Clarita Haast of the Miami Serpentarium, where for several years they've flirted with death, Emerson Yorke's 15-minute "King Cobra" telefilm, distributed by Sterling TV, Inc., is easily one of the most exciting, entertaining and informative subjects in video.

☆ ☆ ☆

Johnny Andrews

After knocking around New York, singing and playing piano on local radio then appearing with Francie Lane on an NBC-TV series, "Easy Does it," talented Johnny Andrews accepted an offer to hie himself to WTAM in Cleveland two years ago. Not only has Johnny become the town's hottest young entertainer on WTAM and WNBK (TV) but his contract has just been renewed. With the aid of two stalwarts, Bud Ford, producer, and Mort Fleischmann, assistant, Andrews is headed for national recognition and stardom. . . . Charming Peggy Moran, switchboard operator at WTAM, local sopranotable whose thrilling trilling has filled many a theatre in the Middle West should be behind the microPHONE not the telePHONE. . . . A friend just back from Rome tells us the hilarious story that is taking place there. Bruce Cabot who was signed and brought to Rome by Errol Flynn to appear as the 'heavy' in the latter's production of "William Tell," hasn't been paid and has attached Errol's car and other belongings. Meanwhile E. F. has fled and is in hiding 'somewhere in Europe.'

☆ ☆ ☆

Vaughn Monroe launches another phase of his meteoric career Monday, Sept. 27th when he takes over as permanent commercial announcer for all RCA radio and TV programs, NBTeeing off on the "Sid Caesar Show" (8:00 P.M. EST). He'll also do the RCA "Spectacular" spot announcements and will often also do a little vocalizing. . . . Leonard Goldenson, president of ABC-Paramount, Robert H. O'Brien, exec. v.p. ABC, and Edward Petrie were among the big-whigs who attended the three-day shindig tossed by WEST Coast ABChieftains to introduce the net's greatly expanded fall operating schedule. A special 30-minute film, emceed by Art Baker and highlighting KABC-TV's key personalities and top programs, was enthusiastically received and shows great promise of elevating ABC to impressive heights in the television national picture.

☆ ☆ ☆

Jim Mills, who looks like Buddy Rogers used to look in the early thirties, and one of Chicago's most listened-to disk jockeys (he's heard daily via WGN and WIND), has just returned from a month's tour of Europe where he became the first American deejay to tape interviews with Europe's top-flight personalities, which were flown back to the U.S. and beamed daily. . . . Archie Bleyer has a hit combo in the clever Tophatters, whose vocal-instrumental pairing of "Dim, Dim, Dim the Lights" with "It Should Have Been Me," on the Cadence label, is winning the attention of platter spinners all over the country. . . . And while on the subject of disk jockeys, we had been missing Norman Wain's WNYClever platter chatter these past few months and have just learned he's known as "Big Chief" and doing a fine job on station WDOK Cleveland.

Appeals Court Rules Against Code System Of Theatre Tickets

LOUISVILLE, Aug. 26. — The United States Court of Appeals for the Sixth Circuit has unanimously affirmed a lower court decision which held that the coded system of admission tickets known as the "Standard Cryptix Numbering System" was in violation of Treasury Regulations, according to the Monthly Law Report.

Injunction Denied

Federal Judge Swinford of the Kentucky District Court had held in June, 1953, that the Hiland Amusement Co., operating the Hiland Theatre in Fort Thomas, Ky., was not entitled to an injunction to restrain orders by the Director of Internal Revenue to destroy the "Cryptix" tickets, and requiring the exhibitor to end his use of such tickets.

Judge Swinford's decision also upheld the Treasury Regulation requiring the use of serially numbered tickets with Arabic numerals as provided in the Treasury Regulations, according to the Law Report.

Six Films Finished; 10 Are Started

HOLLYWOOD, Aug. 26.—While six pictures finished this week, 10 new pictures went into production, raising the total number of pictures in work to 34.

Those started: "Shotgun," John Champion, Technicolor (Allied Artists); "Riot on Pier Six," (Columbia); "Moonfleet," color, CinemaScope (M-G-M); "Lucy Gallant," Technicolor, VistaVision (Paramount); "Tarzan's Hidden Jungle," Sol Lesser (RKO); "Carolina Cannonball," (Republic); "Prince of Players," color, CinemaScope (20th Century-Fox); "Night of the Hunter," Gregory Prods., and "The Gabriel Horn," Hecht-Lancaster Prods., Technicolor, CinemaScope (United Artists);; "The Looters," (Universal-International).

Those finished: "Women's Prison," (Columbia); "Bad Day at Black Rock," Technicolor (M-G-M); "Desiree," CinemaScope, Technicolor (20th Century-Fox); "Captain Lightfoot," CinemaScope, Technicolor (Universal-International); East of Eden," CinemaScope, WarnerColor (Warner Bros.).

'Dragnet' Held Here, Chi., Atlantic City

Warner Brothers' "Dragnet," with Jack Webb as its star-director, has drawn new all-time high opening day grosses in Milwaukee and Albany, according to reports received by the distributors. At the Warner Theatre, Milwaukee, the picture "took" a record $4,603 for first day and racked up a high of $3,340 at the Strand Theatre, Albany.

Following exceptional first-week business, the picture enters its second week today at the Victoria Theatre on Broadway, the Chicago Theatre in Chicago and in Atlantic City it moves over from the Warner Theatre into the Stanley Theatre.

The full length film, based on the award-winning TV and radio show, was produced by Stanley Meyer as a Mark VII production for Warner Bros. It goes into national distribution over Labor Day.

WO

Walt

Stirring NEW Tru

THE VANISH

PRINT

ROCKING THE NATION! BRE

NEW YORK CITY – FINE ARTS: 7 CO

SAN FRANCISCO – CINEMA: SM

DENVER – ALADDIN: OUTGROSSING

CHICAGO – LOOP: RUNNING

BALTIMORE – FILM CENTER: ZO

LOS ANGELES – FINE ARTS: FIRST

CONTACT: Buena Vista
FILM DISTRIBUTING CO., INC.

Buena Vista Film Distr. Co., In
477 Madison Avenue
New York, New York

W!

Disney's

Life Adventure Feature!

NG PRAIRIE

CHNICOLOR

ING RECORDS EVERYWHERE!

SECUTIVE RECORD-BREAKING DAYS!

SHES ALL-TIME HOUSE RECORD!

MAS WEEK TAKE OF "LIVING DESERT"!

R AHEAD OF HOUSE RECORD!

ING TO NEW ALL-TIME GROSS!

AYS TOP "LIVING DESERT" RECORD!

a Vista Film Distr. Co., Inc.
West Alameda Avenue
nk, California

Buena Vista Film Distr. Co., Inc.
20 North Wacker Drive
Chicago, Illinois

Buena Vista Film Distr. Co., Inc.
2017 Young Street
Dallas, Texas

Buena Vista Film Distr. Co., Inc.
Florida State Theatre Building
128 East Forsythe Street
Jacksonville, Florida

MOTION PICTURE DAILY'S BOOKING CHART

ALLIED ARTISTS	COLUMBIA	LIPPERT	M-G-M	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L	WARNERS
SECURITY RISK John Ireland Dorothy Malone D—69 min. (5417) (Rev. 8/17/54) (Release 8/8/54)	(August Releases)	**SILENT RAIDERS** Richard Bartlett Earle Lyon Jeanette Bordeaux D—(5400) (Release 8/6/54)	**SEVEN BRIDES FOR SEVEN BROTHERS** (Color) Howard Keel Jane Powell MC-103 min. (Rev. 6/1/54) (Release 8/6/54) CS-Ms, Ps or Os	(August Releases)	**MAKE HASTE TO LIVE** Dorothy McGuire Stephen McNally Mary Murphy D—90 min. (Rev. 4/1/54) (Release 8/1/54)	(Re-Release) **EVERY GIRL SHOULD BE MARRIED** Betsy Drake Cary Grant Franchot Tone C-85 min. (Rev. 11/10/48) (Release 8/7/54)	(August Releases)	(August Releases)	(August Releases)	**KING RICHARD AND THE CRUSADERS** (Color) Rex Harrison Virginia Mayo George Sanders Laurence Harvey D—114 min. (Rev. 7/7/54) (Release 8/7/54) CS-Ss or Os
KILLER LEOPARD Bomba D—(5412) (Release 8/22/54)	(Reprint) **CORONER CREEK** Randolph Scott Marguerite Chapman W—90 min. (Rev. 6/4/48)	**TERROR SHIP** William Lundigan D—(5330) (Release 8/13/54)	**HER TWELVE MEN** (Color) Greer Garson Robert Ryan D-91 min. (Rev. 6/30/54) (Release 8/20/54) Ps or Os	**LIVING IT UP** (Color) Dean Martin Jerry Lewis Janet Leigh Edward Arnold C-95 min. (Rev. 4/29/54)	**JOHNNY GUITAR** (Color) Joan Crawford Sterling Hayden Mercedes McCambridge Scott Brady D—110 min. (Rev. 5/5/54) (Release 8/23/54)	(Re-Release) **THE WINDOW** Bobby Driscoll Barbara Hale Arthur Kennedy C—73 min. (Rev. 5/10/49) (Release 8/7/54)	**BROKEN LANCE** (Color) Spencer Tracy Robert Wagner Richard Widmark Jean Peters D—96 min. (Rev. 7/23/54) CS-Ss, Ms or Os	**CROSSED SWORDS** (Color) Errol Flynn Gina Lollobrigida D—86 min. (Rev. 7/28/54)	**FRANCIS JOINS THE WACS** Donald O'Connor Julia Adams Mamie Van Doren Lynn Bari C—94½ min. (Rev. 7/1/54)	**DUEL IN THE JUNGLE** (Color) Dana Andrews Jeanne Crain (Rev. 8/6/54) D—102 min. (Release 8/23/54)
JUNGLE GENTS Bowery Boys C—63 min. (5120) (Release 9/5/54)	**PUSHOVER** Fred MacMurray Kim Novak Phil Carey D—87 min. (Rev. 7/23/54) Os	**THE UNHOLY FOUR** Paulette Goddard D—(5401) (Release 8/20/54)	**BETRAYED** (Color) Clark Gable Lana Turner Victor Mature D—108 min. (Rev. 7/19/54) (Release 9/3/54) Ps or Os	**ABOUT MRS. LESLIE** Shirley Booth Robert Ryan Marjie Millar Alex Nicol D—104 min. (Rev. 4/30/54)		(Re-Release) **SHE WORE A YELLOW RIBBON** John Wayne John Agar Joanne Dru OD—103 min. (Rev. 7/27/49) (Release 9/4/54)	**THE RAID** (Color) Van Heflin Anne Bancroft Richard Boone W—83 min. (Rev. 7/21/54)	**DOWN THREE DARK STREETS** Broderick Crawford Ruth Roman Martha Hyer D—	**MAGNIFICENT OBSESSION** (Color) Jane Wyman Rock Hudson Barbara Rush Agnes Moorehead Otto Kruger D—108 min. (Rev. 5/11/54)	**DRAGNET** (Color) Jack Webb Ben Alexander Ann Robinson (Rev. 8/20/54) D—91 min. (Release 9/4/54)
TWO GUNS AND A BADGE Wayne Morris W—69 min. (5427) (Release 9/12/54)	**THE LAW vs. BILLY THE KID** (Color) Scott Brady W—73 min. (Rev. 7/23/54) Os	**LIFE WITH THE LYONS** Bebe Daniels Ben Lyon D— (Release 8/27/54)	**BRIGADOON** (Color) Gene Kelly Cyd Charisse Van Johnson Elaine Stewart M—108 min. (Rev. 8/11/54) (Release 9/24/54) CS—Ms, Ps, or Os	(Sept. Releases)		Robert C. Ruark's **AFRICA ADVENTURE** Documentary (Release 9/18/54)	(The following to be released in CS-Ss, Ms, Os)	**MALTA STORY** Alec Guinness Jack Hawkins D—98 min. (Rev. 7/15/54)	(Sept. Releases)	**THE BOUNTY HUNTER** (Color) Randolph Scott Dolores Dorn W— (Release 9/25/54)
	(Reprint) **GUNFIGHTERS** Randolph Scott Barbara Britton W—73 min. (Rev. 6/13/47)	**DEADLY GAME** Lloyd Bridges Simone Silva D— (5402) (Release 9/10/54)		**SABRINA** Audrey Hepburn William Holden Humphrey Bogart C—113 min. (Rev. 8/2/54)		**PASSION** (Color) Cornel Wilde Yvonne De Carlo D— (Release 9/25/54) SA—Os	**KING OF THE KHYBER RIFLES**	**VICTORY AT SEA** Documentary 97 min. (Rev. 5/17/54)	**BLACK SHIELD OF FALWORTH** (Color) Tony Curtis Janet Leigh David Farrar D—100 min. (Rev. 8/3/54) CS—2D—Ss, Ps	
	(Sept. Releases)	**THE SIEGE** Special Cast D— (5323) (Release 9/17/54)		**REAR WINDOW** (Color) James Stewart Grace Kelly Wendell Corey Thelma Ritter Raymond Burr D—112 min. (Rev. 7/13/54)			**GARDEN OF EVIL**	**THE DIAMOND WIZARD** Dennis O'Keefe Margaret Sheridan Philip Friend D—83 min. (Rev. 7/19/54)	**DAWN AT SOCORRO** (Color) Piper Laurie Rory Calhoun David Brian W—80½ min. (Rev. 7/16/54)	
	A BULLET IS WAITING (Color) Jean Simmons Rory Calhoun Stephen McNally WD—82 min. (Rev. 8/20/54)						**BENEATH THE 12-MILE REEF**	(Sept. Releases)		
	HUMAN DESIRE Glenn Ford Gloria Grahame Broderick Crawford D—90 min. (Rev. 8/6/54)						**DEMETRIUS AND THE GLADIATORS**	**SUDDENLY** Frank Sinatra Sterling Hayden Nancy Gates D—77 min.		
	THE BLACK DAKOTAS (Color) Gary Merrill Wanda Hendrix John Bromfield W—						(Sept. Release)	**KHYBER PATROL** (Color) Richard Egan Dawn Addams Patric Knowles OD—71 min. (Rev. 8/19/54)		
							Darryl F. Zanuck's **THE EGYPTIAN** (Color) Jean Simmons Gene Tierney Edmund Purdom Victor Mature Bella Darvi D— CS—Ss, Ms, or Os	**GOLDEN MISTRESS** (Color) John Agar Rosemarie Bowe D—		
								JESSE JAMES' WOMEN (Color) Peggie Castle Jack Beutel W -		

Keys: SYSTEM: *CS—CinemaScope; VV—VistaVision; SA—SuperScope (anamorphic print); 3D—two prints; 3D(1)—single strip.*

SOUND: *Ss—Four track magnetic stereophonic sound; Ss(2)—Separate stereophonic sound print; Ps—Perspecta optical directional sound; Ms—single track magnetic sound; Os—standard optical sound.*

Letters denote the following: (D) Drama; (M) Musical; (C) Comedy; (O) Outdoor action; Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.

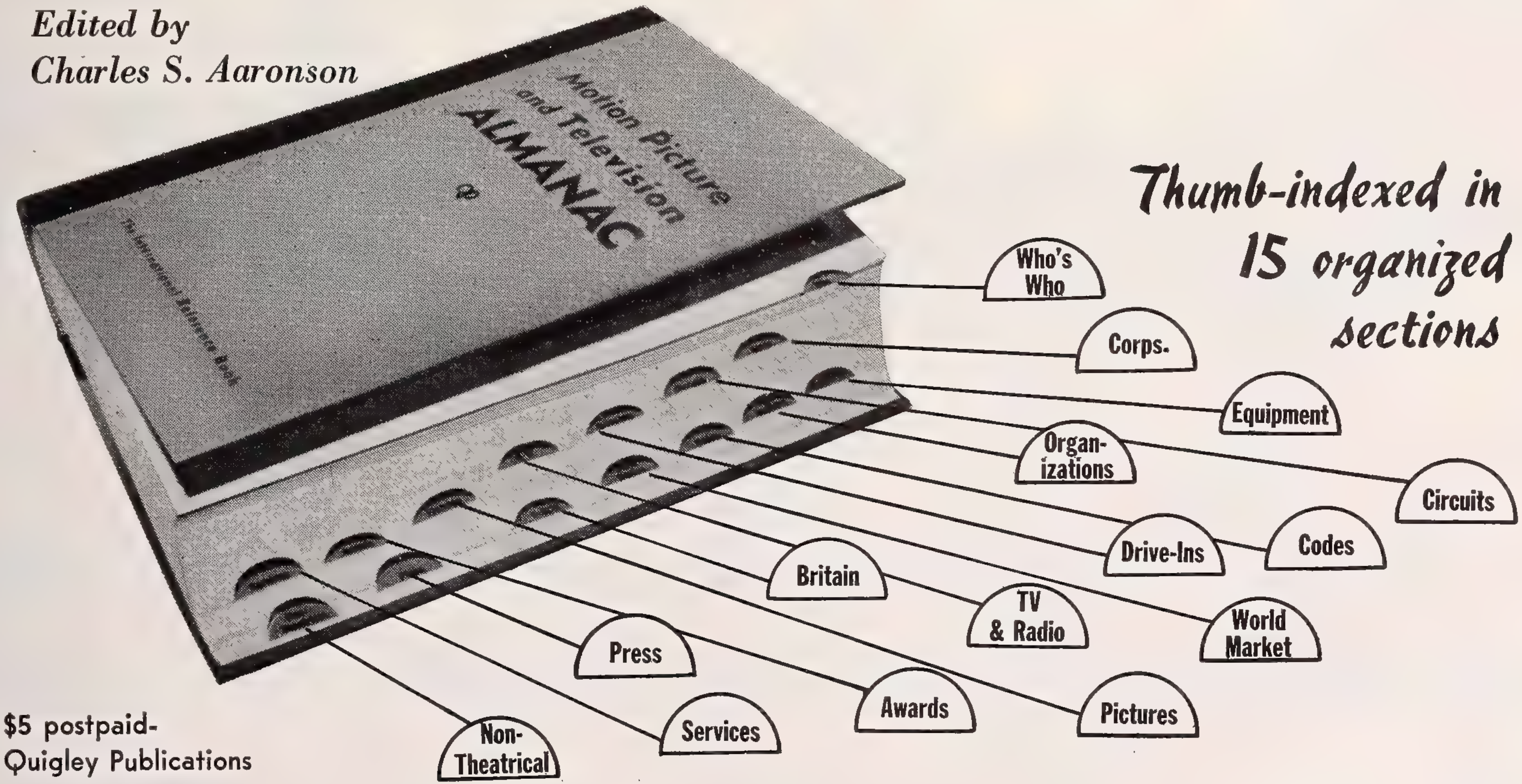
Rolling . . .

The presses are now rolling for the largest print order in the 26-year history of the ALMANAC. It appears obvious from advance orders that the circulation of the 1955 edition will set a new record.

This is the "must have" book for more people in the motion picture and television industries than any other reference volume—the one they *use* most often—the one they keep always handy because so much of the useful information it contains cannot be found in *any* other reference volume.

Soon, its thousands of subscribers throughout the United States and Canada and in over eighty foreign countries will have the 1955 Motion Picture and Television ALMANAC in their hands—and the up-to-date facts literally at their finger-tips. If you haven't yet ordered your copy, make sure of it by ordering now.

Edited by
Charles S. Aaronson


Motion Picture and Television
ALMANAC
The International Reference Book
Who's Who
Corps.
Equipment
Organizations
Circuits
Drive-Ins
Codes
Britain
TV & Radio
World Market
Press
Awards
Pictures
Services
Non-Theatrical

Thumb-indexed in 15 organized sections

$5 postpaid-
Quigley Publications
1270 6th Avenue
New York 20, N. Y.

The 1955
Motion Picture
and Television
ALMANAC

A QUIGLEY PUBLICATION

STARTING OCTOBER 1ST!

"★★★★!" —CHICAGO Sun-Times

For the Thousands of Exhibitors Who Played It at Advanced Admissions . . . for the Thousands More Who Want to Make New Showmanship History!

"Vivid!" —SAN FRANCISCO Chronicle

"Brilliant! One of the Year's Best!" —NEW YORK Times

AT POPULAR PRICES!

"High Drama!" —DES MOINES Tribune

Louis de Rochemont presents

Martin Luther

The Magnificent Motion Picture For Our Time

...To Be Seen Again and Again!

"Superb!" —SEATTLE Spokesman-Review

"Fascinating!" —LOS ANGELES Times

"A Triumph!" —NEW ORLEANS Item

"Magnificent!" —DETROIT Times

"A Titan!" —PHILADELPHIA Inquirer

"Great!" —KANSAS CITY Star

Everywhere... for situations big and small... the amazing boxoffice power of this all-time champion grosser *is yours*!

"Exceptional!" —BOSTON Herald

"Exciting!" —WASHINGTON Star

"Big League!" —PITTSBURGH Sun Telegraph

NEW ads! NEW trailer! NEW promotion campaign!

DATE IT NOW!

LOUIS DE ROCHEMONT ASSOCIATES
35 West 45th St., New York 36, New York

Cresson E. Smith, General Sales Manag
or "Martin Luther" Sales Representative

ALBANY: William Rosenow, Theatre Service Org. of Buffalo, 170 Franklin St., Buffalo 2, N. Y. **ATLANTA:** John W. Mangham, Mangham Enterprises, 193 Walton St., N.W., Atlanta, Georgi
BOSTON: Albert Swerdlove, Screen Guild Prods. of N. E., Inc., 56 Piedmont St., Boston 16, Mass. **BUFFALO:** William Rosenow, Theatre Service Org. of Buffalo, 170 Franklin St., Buffalo 2,
CHARLOTTE: R. F. Pinson, Astor Pictures Exch., 300 West 3rd St., Charlotte, N. C. **CHICAGO:** Charles Lindau, Max Roth, Capitol Film Exch., 1301 S. Wabash Ave., Chicago, Illinois. **CINCINNA**
Contact New York Home Office. **CLEVELAND:** M. A. Mooney, Academy Films, 2142 Payne Ave., Cleveland, Ohio. **DALLAS:** Harold Schwarz, Tower Pictures, 310 S. Harwood St., Dallas, Tex
DES MOINES: William Feld, Realart Pictures, 1120 High Street, Des Moines, Iowa. **DENVER:** Tom Bailey, Bailey Distributing Co., 2071 Broadway, Denver Colo. **DETROIT:** Albert Dezel, 23
Cass Ave., Detroit, Mich. **INDIANAPOLIS:** Charles Cooper, Charles Cooper Enterprises, 441 Illinois St., Indianapolis, Ind. **KANSAS CITY:** W. H. Gaffney, Dixie Enterprises, 118 W. 18th St., Kans
City 8, Mo. **LOS ANGELES:** Contact New York Home Office. **MEMPHIS:** Clifford E. Wallace, Colonial Pictures of Tenn., 361 S. Second St., Memphis, Tenn. **MILWAUKEE:** William Benjamin, Lippe
Pictures, 706 W. State St., Milwaukee, Wisc. **MINNEAPOLIS:** Frank Mantzke, Bill Soper, Northwest Theatre Service, 411 Plymouth Bldg., Minneapolis 3, Minn. **NEW ORLEANS:** Contact New Yo
Home Office. **NEW YORK CITY:** George Waldman, 630 Ninth Avenue, New York, N. Y. **OKLAHOMA CITY:** Harold Schwarz, Tower Pictures, 310 S. Harwood St., Dallas, Texas. **OMAH**
William Feld, Realart Pictures, 1120 High Street, Des Moines, Iowa. **PHILADELPHIA:** Joseph Engel, Screen Guild Prod. of Philadelphia, 1315 Vine St., Philadelphia, Pa. **PITTSBURGH** F. D. Moo
Complete Theatre Service, 402 Miltenberger St., Pittsburgh 19, Pa. **PORTLAND** Jack J. Engerman, Zollie Volchok, Northwest Releasing Corp., 1806 N.W. Kearney St., Portland, Ore. **SALT LAK**
CITY: Tom Bailey, Bailey Distributing Co., 260 E. 1st St., S., Salt Lake City, Utah. **SAN FRANCISCO:** Fred L. "Pat" Patterson, 250 Golden Gate Ave., San Francisco, Calif. **SEATTLE:** Jack J. Enge

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 76. NO. 42 NEW YORK, U.S.A., MONDAY, AUGUST 30, 1954 TEN CENTS

Tradewise . . .

By SHERWIN KANE

IN the latter 1930s exhibitors were finding things somewhat difficult and a segment represented by Allied States complained long, loud and bitterly about trade practices of the day and rental terms then being asked by distributors for their better films.

The vocal exercises changed nothing.

Allied's leaders threatened to and ultimately did go to Federal agencies urging action be taken to obtain "relief" for the independent exhibitor.

The result was the filing of the government anti-trust suit which, of course, ended in consent decrees effecting affiliated theatre divorcement and other restrictions upon distribution and exhibition.

To all intents and purposes, that should have constituted an Allied "victory."

•

Today, more than 15 years after the filing of the government's anti-trust suit, and with the Loew's theatre divorcement about to conclude that phase of it, the independent exhibitors, particularly that segment of their ranks represented by Allied States, are once again complaining of difficult times and onerous practices and terms, albeit most distribution companies are reporting record profits on their fewer but costlier and better productions.

And with them, also, is a large and very important section of exhibition, freely conceding that a most significant upturn in theatre attendance has occurred and is continuing, and with credit given to the new product and new screen techniques—all the result of producer resources and resourcefulness.

Yet Allied's board met last week and, with 15 years of intimate experience with government inter-

(*Continued on page* 2)

Hearing Thurs.

Buchsbaum Sees N.Y. Tax SuitSettlement

By LESTER DINOFF

New York City exhibitor attorneys were notified at the weekend by Assistant Corporation Counsel Stanley Buchsbaum that the pending five per cent admission tax suit against the city can be disposed of without a court trial.

Buchsbaum, in serving the exhibitor lawyers with motion papers for a summary judgment returnable on Thursday in Queens County Court, claimed that here are "only questions

(*Continued on page* 4)

O'Brien, Walsh Meet Tuesday on TV Films

Tom O'Brien, M.P. and general secretary of the National Association of Kine Employees, will meet here tomorrow with Richard Walsh, president of the IATSE, to discuss the matter of production of films in England for television use in the United States. O'Brien, during his present visit to this country has frequently stated that his purpose has been to clear the way for such production.

Release Board's Report

Allied Sees Hope in MGM, 20th, RKO; Hits WB, Col.

Allied States' directors, in their recent meetings with sales heads in New York, found some promise of relief from Metro-Goldwyn-Mayer, 20th Century-Fox and RKO Radio Pictures, but "hostility" and "callousness" at Columbia and Warner Brothers, according to the text of the Allied's board of directors' resolution, released here at the weekend.

Wilbur Snaper, a member of the Allied committee which visited distribution sales managers before the board acted last week in White Sulphur Springs, W. Va., released the text of the resolution.

The resolution, which, in part, proposed governmental intervention to correct what Allied termed abuses, began with the following opening paragraph:

"While not unmindful of the few grains of comfort on certain details of their selling policies and practices

(*Continued on page* 3)

Extended UK Pact Sought

A one-year extension of the present Anglo-American film pact, with some modifications, reportedly will be satisfactory to American film circles.

Negotiations, which get underway in Washington, D. C., on Sept. 27, may include an American bid for free convertibility of sterling balances but

(*Continued on page* 4)

S-W Will Dispose of 3 Houses by Aug. 31

By Staff Correspondent

WASHINGTON, Aug. 29.—Stanley Warner will meet its Aug. 31 deadline for the divestiture of three theatres in a special category, Justice Department officials announced at the weekend.

When Fabian Theatres took control

(*Continued on page* 3)

Admission Taxes for Year at $11,338,000

By Staff Correspondent

WASHINGTON, Aug. 29. — Admission taxes levied on various types of amusement places, including theatres, by 31 states netted $11,338,000 in revenue during the fiscal year ended June 30, 1954, according to the an-

(*Continued on page* 4)

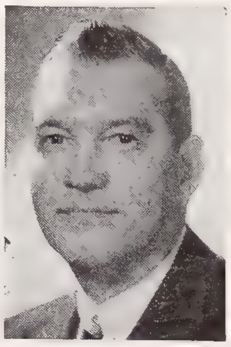
M-G-M CALLS PRODUCTION MEET

A three-day conference of M-G-M sales and promotion executives will open at the Culver City studios on Sept. 7 with Dore Schary, vice-president in charge of production, heading a group of studio officials who will discuss the recently announced plans for increased production.

The home office group will be headed by Charles M. Reagan, vice-president and distribution head, who left New York for the Coast over the weekend in order to make a stopover in San Francisco. He will be joined by E. M. Saunders, assistant sales manager, later.

Other M-G-M sales executives who will attend the meeting are: John P. Byrne, Eastern sales manager; Rudolph Berger, Southern sales manager; John J. Maloney, Central sales manager; Burtis Bishop, Jr., Midwest sales manager; John S. Allen, Southwest sales

(*Continued on page* 4)



Charles Reagan

Luncheon to Honor Savini Tomorrow

A testimonial luncheon will be given in honor of Bob Savini's 50th anniversary in the industry by Harry Schroeder of Schroeder Associates at the Vesuvio Restaurant here tomorrow.

Among those invited to attend are Ned Depinet, James Mulvey, Sam Dembow, Harold Wondsel, Jack Berkson, Jack Cohn, Monty Salmon, Russell Downing, Al Young and Martin Quigley, Jr.

Schroeder handles the distribution in all foreign countries for Savini's Astor Pictures.

Robert M. Savini . . . 50th Anniversary

—Section commencing on page 5

Personal Mention

ROBERT WEITMAN, vice-president of American Broadcasting-Paramount Theatres in charge of talent and programming for ABC, will return here today from his vacation.

•

SIDNEY BERNSTEIN, managing director of Granada Theatres of England, left New York Friday for Toronto shortly after his arrival here from London.

•

WILLIAM M. LEVY, assistant managing director of Columbia Pictures, Ltd., of London, left here for Connecticut shortly after arriving from England.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, has returned to New York from Vermont.

•

RICHARD TODD is scheduled to arrive here today from London via B.O.A.C. Monarch.

•

JACK SHAINDLIN, film musical conductor, was married here last week to NATALIE EPSTEIN.

•

MICHAEL TODD left New York Friday for London via B.O.A.C. Monarch.

•

BETTY SCOTT, of the United Artists Atlanta exchange, has been married to JOHN DILL, also of Atlanta.

'Egyptian' Film Clip Makes 85 TV Spots

National TV coverage of the world premiere of Darryl F. Zanuck's "The Egyptian" in CinemaScope was achieved by 20th Century-Fox via the programming this weekend on 85 key-city stations of a film clip highlighting last Tuesday's gala opening at New York's Roxy Theatre.

The publicity feat was accomplished by the airmail special delivery servicing on Thursday of a two-minute and 15-second premiere clip to video stations across the nation for immediate showings on news, chatter and personality programs. The 16mm. clip was edited from newsreel footage taken at the opening.

A script for local commentators describing the theatre activities and introducing several of the leading show-business personalities seen arriving at the theatre for the benefit premiere accompanied each film clip. The opening of the CinemaScope spectacle aided the March of Dimes Emergency Fund Raising Campaign.

Programming of the premiere clip augments a record TV advertising campaign in progress backing 200 Labor Day openings of the picture. Spot announcements on "The Egyptian" currently are being shown in stations blanketing 160 domestic and Canadian markets. The saturation campaign is realizing an average of six spots being programmed daily bracketing key networks and local programs in all parts of the nation.

Kodak Develops Two High-Speed Films

ROCHESTER, Aug. 29.—Two new high-speed motion picture films, designed for use under extremely poor lighting conditions, such as those frequently encountered by newsreel, sports, educational, and industrial photographers, have been developed by the Eastman Kodak Company.

One of the new films equals the quality and speed of the newest and fastest sheet films. Both films must be processed by the user or a commercial laboratory.

The other development represents a film manufacturing triumph over the problem of increasing graininess in high-speed films. It is expected to have wide applications in filming newsreels, in photographing scenes on dark days and exteriors at night, and in picturing large interior areas under existing light conditions when it might be impossible to set up auxiliary lighting units.

'Egyptian' Grosses Topping 'The Robe'

Darryl F. Zanuck's "The Egyptian" in CinemaScope is off to one of the strongest starts in the history of 20th Century-Fox with first situations reporting grosses topping "The Robe," the company announced at weekend.

Openings on Thursday in three key houses showed it to be outgrossing the first CinemaScope production by substantial margins to set new house records. Reports from the Warner Theatre, Atlantic City, gave it a $4,000 gross compared to $2,400 for "The Robe" which opened there on Christmas Day.

The Shor Theatre, Wildwood, N. J., announced an opening day gross of $2,504 for "The Egyptian" against $408 for "The Robe"; while at the Village Theatre, Ocean City, N. J. "The Egyptian" grossed $1,678 to $479 for "The Robe."

Filmakers' Heads to Be Hosts at Party

Collier Young, president of Filmakers Prods., and Irving H. Levin, president of Filmakers Releasing Organization, will be hosts at a cocktail party to the press and other invited guests at the Hotel St. Regis here tomorrow. They will also hold a press conference in the American Broadcasting - Paramount Theatres home offices tomorrow morning.

Filmakers' new release, "Private Hell 36," is to open at the Paramount Theatre here.

Title Fight Radio Rights to CBS

The radio rights to the Marciano-Charles heavyweight title bout on Sept. 15 have been acquired by Columbia Broadcasting Co., it was announced at the weekend.

The bout, blacked out on home television, will be telecast to theatres throughout the country, with 62 theatres already having been lined up for the telecast.

Five Reade Managers Win Drive Awards

OAKHURST, N. J., Aug. 29. — Managers of five Walter Reade Theatres, in New Jersey and New York won cash prizes in the second week of the circuit's five-week "President's Drive" honoring Walter Reade, Jr., it was announced at the weekend by Edwin Gage, circuit vice-president.

George Kemble, manager of the Strand Theater in Perth Amboy, N. J., won top honors and the main cash prize while Joseph Sommers, city manager for Reade Theatres in Kingston, N. Y. took second prize, and Harry Burke, city manager for Reade theatres in Saratoga Springs, N. Y., third. Savings bonds were awarded to John Balmer, city manager in Plainfield, N. J., and Frank Dean, manager of the Woodbridge Drive-In Theatre in Woodbridge, N. J.

Academy Names Two New Committees

HOLLYWOOD, Aug. 29.—Two committees for the forthcoming year have been appointed by the Academy of Motion Picture Arts and Sciences, it has been announced by president Charles Brackett.

The 27th Awards planning committee, under the chairmanship of Johnny Green, will include John Aalberg, John Boyle, Daniel Cathcart, Teet Carle, Hal Elias, Samuel Engel, William Holden, Y. Frank Freeman, Francis D. Lyon, George Seaton, Sol C. Siegel, and Charles Brackett, ex-officio.

Serving on the forum and screening committee, chaired by Hal Mohr, will be Buddy Adler, Maxwell Arnow, Arthur Freed, Field Gray, William Lyon, Sol C. Siegel, Harry Tytle, and Charles Brackett, ex-officio.

Jack Bernstein to AA In Canada Sales Post

Jack Bernstein, formerly Cleveland branch manager for RKO Radio, has been named sales manager of Allied Artists Productions, Ltd., of Canada. The appointment was made by Nat Taylor, president of International Film Distributors, Ltd., which recently acquired the Allied Artists Canadian franchise. The association of Bernstein with AA was announced Friday by Edward Morey, vice-president.

Bernstein will take over his new duties on Sept. 6.

Scotch Unit Sponsor Of 'High' Premiere

Thistle Gildry, Inc., an organization comprising Americans of Scottish descent, will sponsor the American premiere of "High and Dry," the new J. Arthur Rank comedy, which will be held tonight at the Sutton Theatre here for the benefit of the Caledonian Hospital of Brooklyn. The film stars Paul Douglas, aided by an otherwise all-English cast.

Tradewise . . .

(*Continued from page 1*)

vention in the industry part of the directors' own business life, asked for what as a solution of their problems?

More government intervention in the industry!

Wasn't there an old saying that wise men learn from experience?

•

Also strange to some observers, this department among them, is the Allied board's stand last week in opposition to further effort at repeal of the remaining 10 per cent Federal admission tax.

It is probably a good guess that more exhibitors across the land if invited to say on which mission they would prefer to approach Federal authorities would choose admission tax repeal to sales practice regulation.

Experience has shown that the chances of accomplishing something of tangible benefit are greater with the former than with the latter.

Only 15 Booths Left For TESMA Show

HOLLYWOOD, Aug. 29.—Only 15 exhibition booths are still available for the TESMA-TEDA-TOA-IPA trade show to be held at the Conrad Hilton Hotel, Chicago, from Oct. 31 to Nov. 4, it is reported by Roy Boomer, secretary-treasurer of TESMA here.

Boomer on Friday released the names of seven additional companies which have contracted for booth space. They are: Romar Vide Co., Chetek, Wisc.; Capitol Stage Lighting Co., New York; Kneisley Electric Co., Toledo, Ohio; Fairchild Recording Co.; Sweets Co., Hoboken, N. J.; Switzer's Licorice Co., St. Louis; Reese's Peanut Butter, Hershey, Pa.

7 DAYS IN
HAWAII
$469
(from New York), including round-trip transportation and hotel accommodations
Fly United DC-6 air tourist service all the way, with stop-over on the West Coast, if you like. Only United features 2-abreast seating and wide center aisles on all planes.
UNITED AIR LINES
Fare plus tax.
COMPARE THE FARE AND YOU'LL GO BY AIR

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor. Published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Boston's Film Row Hit by $100,000 Fire; Print Loss Is Heavy

BOSTON, Aug. 29.—A spectacular three-alarm fire in the heart of the film district last Thursday evening caused damage of over $100,000.

The fire, of undetermined origin, is believed to have started in the shipping room of Embassy Pictures Corp. It was not until 11 P.M. that the conflagration was under control.

Shortly after the start, an explosion shot flames high into the air. It is believed that there were some nitrate prints stored in the Embassy vaults which could have caused the explosion. In the shipping room $75,000 worth of film was destroyed, including many prints of "Duel in the Sun," which were ready for shipment to theatres in New England.

Service Uninterrupted

Joseph E. Levine, president, announced Friday that every theatre booking the film would be properly serviced and that not a booking would be cancelled because of the fire. Extra prints were rushed to the city by plane, motor and rail.

The buildings near Embassy were severely damaged by water and smoke or by the flames. The Massachusetts Theatre Equipment Company's second floor repair shop was ruined. The windows of the Film Exchange Transfer Co. were cracked and smoke filtered into the office but the flames did not reach the storage of film there.

Plan Dedication of Edison's Film Studio

WEST ORANGE, N. J., Aug. 29.—A full-scale replica of Thomas Alva Edison's "Black Maria," the world's first motion picture studio, will be dedicated on Sept. 22 at the Edison Museum here. As part of the ceremonies, the premiere of Jules Levy's "The Story of Thomas Alva Edison" will be held in the "Black Maria" for invited guests.

Edison's 1889 strip-kinetograph, the first motion picture camera, will also be on display in the museum of the Thomas Alva Edison Foundation.

Israeli Film Censors Approve 'Salome' Cut

JERUSALEM, Aug. 26 (By Air Mail). — Previously banned on the grounds that it might hurt religious feelings here, Columbia's "Salome," a picture which was filmed in Israel, has been re-edited and has received the censors' authorization for exhibition.

The re-editing of "Salome" involved the elimination of some sections of the film. The ban, which was imposed on "Salome" by the censors almost a year ago, caused Columbia to discontinue arrangements for the shooting of two other pictures here. The film producers had asked the Israeli Cabinet to look into the banning of the film.

'Susan' in 10 Circuits Of N.Y.C. Tomorrow

"Susan Slept Here" will open tomorrow in 73 houses of Metropolitan New York theatre circuits, it was announced on Friday by RKO Radio. The circuits are RKO, Loew's, Skouras, Fabian, Randforce, Century, J. J., Cinema, Island and Brandt.

Anti-Red Theme Stressed By USIA Films: Streibert

Special to THE DAILY

WASHINGTON, Aug. 29. — The U. S. Information Agency's film program in the first six months of this year concentrated on production of anti-Communist motion pictures, particularly for the Far East and South America, director Theodore C. Streibert said in his second semi-annual report to Congress.

Through Cecil B. DeMille, its chief consultant in Hollywood, Streibert said, the USIA has obtained the services of the industry's top-level professional and technical staffs at a minimum cost. He cited as examples the production at Paramount of "Poles Are a Stubborn People," a documentary of life in that country under the Communist regime, and the Warner-Pathe production of "Rape of the Baltics," the record of the Soviet seizure of independent Latvia, Lithuania and Estonia.

Streibert also noted the increased volume of theatrical distribution abroad through commercial distributors of USIA films, pointing out that its film on Vice-President Nixon's tour of the Far East and Near East was placed with Paramount for overseas distribution through regular theatrical channels.

Streibert also cited the stepping-up of distribution of television films to 24 stations in 19 countries of Europe, Latin America, the Far East and Africa.

S-W

(*Continued from page* 1)

of the theatre company formed under the Warner Brothers consent decree, the Government directed the new Stanley Warner circuit to dispose of one theatre in each of three cities where, because of the merger, Stanley Warner would have owned both first-run theatres—Albany-and-Troy, New York and Johnstown, Pa.

Cinerama in N.Y. to Hit $4,000,000

Cinerama's third birthday in New York on Sept. 30 will be marked with an estimated gross of nearly $4,000,000 here, covering the two-year take of "This Is Cinerama," it was disclosed at the weekend by Stanley Warner Theatres.

The attraction's holding power has pushed back the opening date of the second Cinerama feature, "Cinerama Holiday," already completed, it was pointed out.

According to S-W, "This Is Cinerama," since its opening at the Broadway Theatre and its move-over to the Warner Theatre had grossed an estimated $3,857,211 as of Aug. 20 in New York. For the same period, it was estimated that 1,930,000 people had viewed the picture which led to the widespread application of new techniques in the industry.

The staying power of "This Is Cinerama" in New York is indicated by comparing the first and second year gross of $2,097,378 for the first year and an estimated $1,902,622 for the second. Initially it was planned to open "Cinerama Holiday" in New York in early fall, but the plan is now in abeyance.

'Contessa' to Bow At Capitol, Sept. 29

Joseph L. Mankiewicz's "The Barefoot Contessa" will have its world premiere at the Capitol Theatre on Broadway on Sept. 29, it was announced at the weekend by William J. Heineman, vice-president in charge of distribution for United Artists, distributor of the picture.

The premiere of the film will benefit CARE and will be the first theatrical event sponsored by the world-wide relief and rehabilitation agency.

Allied Sees

(*Continued from page* 1)

given by several of the major companies' sales executives to the Allied film committee during the interviews in New York last week, and while expressing appreciation of the encouraging statements made by Messrs. Lichtman, of 20th Century-Fox, Reagan, of Metro-Goldwyn-Mayer, and Boasberg, of RKO Radio Pictures, on the subject of fair and equitable prices for motion pictures, implying thereby that an exhibitor is entitled to a profit as a reward for his investment and efforts, the board of directors nevertheless is shocked and amazed by the insensitive attitude of the sales heads toward the exhibiors' critical problems and especially of the apparent hostility of Mr. Montague, of Columbia, toward Allied, the committee and exhibiors in general, and the utter callousness of Mr. Kalmenson in rejecting the just complaints against his company's policy."

Endorsement Needed

At the same time Snaper said that the attitude of the Allied board on the group insurance plan proposed by the Council of Motion Picture Organizations was unfavorable. Allied's endorsement, it was pointed out, is needed if the insurance plan is to be put into effect.

Snaper also stated that the Allied board felt that no all-out industry drive against the remaining 10 per cent Federal admissions tax should be inaugurated at this time.

'Scope Reel Pleases Singapore Industry

SINGAPORE, Aug. 24.—(By Air Mail)—An audience of 1,200 exhibitors and press representatives expressed marked enthusiasm for "The Advancing Techniques of CinemaScope," which was shown here at a special demonstration at the Odeon Theatre.

The hour-long 20th Century-Fox subject in color presenting latest technical and production advances in CinemaScope was viewed by newspaper publishers, editors and reporters and leading circuit and independent theatre owners, many of whom attended with their complete staffs. The demonstration here was one of a series being held currently throughout the Far East.

Levy, TOA Counsel, Finishes First Draft On New Arbitration

A preliminary draft for a proposed industry arbitration system has been completed under the aegis of Herman Levy, general counsel of Theatre Owners of America, it was learned here at the weekend.

The draft will form the basis of discussion, it is undertood, when the arbitration committee convenes sometime after Labor Day. The meeting of the arbitration committee has been delayed due to summer vacations of various distribution executives.

ABC Ends Three-Day Film Sales Meeting

The three-day ABC Film Syndication national sales conference, which was concluded here at the weekend, was termed by George T. Shupert, president, as the "most informative and successful of any ever attended previously."

ABC executives from all parts of the U. S. attended conferences and screenings in which extensive promotion, advertising and merchandising plans were discussed. Attending a screening of "Mandrake the Magician" were Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, Walter Gross, AB-PT vice-president and general counsel, and producers John Gibbs, Robert Mann and John Allen.

ABC Film Syndicate Opens 2 New Offices

Due to increased business, the American Broadcasting Co. Film Syndication division is opening two new sales offices in Dallas and Atlanta this week, it was announced at the weekend by George T. Shupert, president of ABC Films, following the closing of a three-day national sales conference here.

Howard Anderson, former Southwestern account executive for Motion Pictures for Television, will head the Dallas office while G. Joseph Porter, former Southeastern representative for World Broadcasting Corp., has been appointed manager of the Atlanta office.

'Leslie' Doubles L.A. 'Sheba' Multiple Run

LOS ANGELES, Aug. 29.—A fine $10,000 has been registered by "About Mrs. Leslie" in its seven-theatre first-run opening here.

The second Hal Wallis production doubled the multiple first-run opening day gross of $5,000 at the same theatres of "Come Back, Little Sheba." The theatres are the Orpheum, Hawaii and Picwood, and Century, Gage, El Monte and Van Nuys Drive-in theatres.

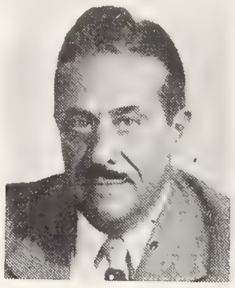
Japanese Society to Sponsor 'Ugetsu' Bow

The American premiere of the Japanese film, "Ugetsu," will be held Sept. 7 at the Plaza Theatre here under the sponsorship of the Japan Society. The Honorable Jun Tsuchiya, consul-general of Japan in New York, will participate in the premiere ceremonies.

In the THEATRE Equipment & Refreshment World . . .

. . with RAY GALLO

THE Cretors Corp., Nashville, Tenn., has announced the names of the judges who will select the prize-winning model name for the company's new popcorn machine. Suggestions for the model name are being submitted by theatremen after they view the unit, which is now on display at Cretors distributors' showrooms all over the country. Comprising the panel of judges are the following: Walter Reade, Jr., president of the Walter Reade circuit and president of TOA; Fred C. Matthews, vice-president of Motiograph, Inc., Chicago, and TESMA president; Trueman T. Rembusch, secretary-treasurer of Syndicate Theatres and past-president of national Allied States Association; Raymond F. Loewy, famed product designer who styled the new Cretors machine; J. J. Fitzgibbons, Jr., president of Theatre Confections, Ltd., and president of the International Popcorn Association; and Clark S. Rhoden of Kansas City, an official of E. C. Rhoden Enterprises and the Popcorn Institute.



Raymond Loewy

◆

The "Sani-Dry" is a new and improved model of a semi-recessed electric hand dryer made by the Chicago Hardware Foundry Co. of North Chicago, Ill. It is equipped with a new circuit-breaker designed to prevent damage to the dryer if someone places his hand on the air intake or nozzle. It does that by shutting off the heating element. Other features include instant operation by means of a starting switch and a simplified timing device which shuts the machine off automatically.

◆

The Typhoon Air Conditioning Co., Inc., Brooklyn, N. Y., has acquired additional factory space near its present building there. The new section will allow space for a 1,000-foot assembly line and more than doubles the company's amount of floor area for manufacturing. Expectations of a record year made the additional space imperative, according to Mark E. Mooney, vice-president in charge of sales. At the time the new building was purchased it was also reported that James F. Dailey, chairman of the board, is this year celebrating his 40th anniversary with the company.

◆

A vacuum cleaner hose of vinyl-covered nylon for heavy-duty institutional use has been marketed by the Flexaust Co., New York. This material makes for an extremely lightweight hose, the manufacturer points out. It is available in black, yellow or orange colors, and others on quantity orders.

◆

The Fischman Co., Philadelphia, has a new "bobtail" soda fountain designed for volume dispensing of bulk ice cream, sodas, sundaes and milkshakes. Called "Model BT-49," it is 4 feet and 9 inches long and is used in conjunction with an ice cream cabinet installed on either the right or left side.

M-G-M Calls 3-Day Production Meeting

(Continued from page 1)

manager, and Goerge A. Hickey, West Coast sales manager.

Also: Si F. Seadler, advertising manager; Dan Terrell, publicity manager, and Mike Simons, in charge of customer relations.

Ten pictures will be screened during the meetings. Discussions will cover business affairs, merchandising and marketing of the new product.

Sees Agreement on Tax

(Continued from page 1)

of law and no question of fact involved in the suit."

Attorneys for the theatremen, according to Thomas Bress of Loew's, are inclined to agree with Buchsbaum and propose to make a cross-motion for summary judgment so that the suit can be disposed of without trial.

Will Cancel Hearing

The motion which is returnable before Justice Percy D. Stoddard in Queens County Supreme Court is expected to cancel the Sept. 13 hearing of Judge Nicholas M. Pette's temporary injunction against the admissions tax's "major fraction" feature. If Judge Stoddard rules in favor of the New York City exhibitors, Buchsbaum is expected to seek a determination from the higher Court of Appeals, Appellate Division.

Among the affidavits supporting the New York City motion for summary judgment is one by Claire A. Lacy, a deputy city chamberlain of the City of Elmira, where similar regulations to those of New York's had been adopted, also under the New York State Enabling Act of 1947. An affidavit to the same effect was submitted by Jack Valada, Deputy Comptroller of the City of Binghamton, which also has an admission tax enacted under the provisions of the Enabling Act of 1947.

A meeting of members of the Metropolitan Motion Picture Theatre Association and Independent Theatre Owners Association will take place tomorrow afternoon at 4 P.M. at the Loew's projection room here, Loew's attorney Thomas Bress said.

'Not Controlling,' Says Bress

Bress, after reading the affidavits, declared that "the mere fact that the cities of Binghamton and Elmira have enacted laws and regulations which in effect exact more than the five per cent authorized by the state ruling is not controlling as to the legality of the tax."

A determination in the New York City tax suit will "definitely affect" the admission tax laws of Elmira and Binghamton, he said. "If the tax in New York City is held to be illegal, it would likewise apply to those cities, particularly as to the breakage," Bress asserted.

The attorneys for the exhibitors are not as yet decided as to whether it is permissible within the Civil Practice Act for the Metropolitan Motion Picture Theatres Association and the Independent Theatre Owners Association to intervene in the pending suit on behalf of all of their members.

Intervention Seen Permissible

There seems to be no doubt, attorneys say, that with respect to theatre circuits, that a service corporation may intervene on behalf of all the theatres within the circuit. "However, as individuals, all of New York City's 430 theatres can join the case," Bress said.

"At the same time that the attorneys for the New York City theatre circuits make their cross-motion for summary judgment, motions will be made for leave to intervene by independent theatre operators," Loew's counsel stated.

Will Meet Today

A meeting of attorneys for exhibitors is scheduled to be held at 11:30 A.M. today in the offices of Leopold Friedman, general counsel for Loew's Theatres. It is expected that Mitchell Klupt, attorney for the Century Circuit; Cecelia Goetz, attorney representing the Brandt Circuit, and Milton M. Rosenblum, representing the RKO Theatre circuit, will be in attendance.

U.K. Pact

(Continued from page 1)

no large area of disagreement is expected to evolve from such a bid.

It was pointed out that the current basic agreement authorizing $17,000,000 in remittances yearly, plus the transfer of dollars based on such items as film production in England, has proven on the whole satisfactory to U. S. film interests. As of today, it was further pointed out, the film companies have no blocked sterling in England, making the issue of free convertibility largely an academic one.

A source close to the upcoming negotiations said the present restrictions are not severe and as a practical matter convertibility does exist.

Admission Taxes

(Continued from page 1)

nual Census Bureau survey of state tax collections.

The 36 states which impose license taxes on theatres and other entertainment operations garnered $4,845,000 from this revenue source during the 1954 fiscal year, the Census Bureau reported.

People

Beatrice Ross, Republic Pictures exploitation manager, was reported at the weekend to be resting comfortably at her home in Woodhaven, L. I., following an automobile accident near Saranac Lake, N. Y., while on vacation. Miss Ross suffered a fractured jaw in the accident, while her husband, attorney **Walter Klein,** suffered a broken pelvis.

◆

Dr. Giulio Andreotti, former Italian Undersecretary of State; **Comm. Italo Gemini,** honorary president of the Italian General Association of Show Business, and **Dr. Vinicio Delleani,** general manager of Rome's Cinecitta Film Studios, will arrive here tomorrow aboard the "Cristoforo Colombo."

◆

David L. Quaid, color photographer, has joined Transfilm, Inc., as chief cameraman. At the same time, **Harry Yingling,** who has been associated with Quaid for three years, also joined transfilm as assistant cameraman.

◆

Joseph H. Moskowitz, 20th Century-Fox vice-president and Eastern studio representative, will return today to New York on the "Ile de France" after a business trip to London, Paris and Munich in connection with the production of foreign films.

◆

John H. Rugge, who was associated with Warner Bros. and its subsidiary, Ace Film Laboratories, for more than 20 years, has been appointed studio production manager of Filmways, Inc. The latter is a producer of TV spots, industrials and other films. Rugge also will head Cinema Sound Stage Corp., new studios on East 95th Street here, in the near future. The stages in the new studios are said to be the largest independent facilities in the East and are scheduled to be ready for production in October, according to Edwin T. Kasper and Martin Ransohoff of Filmways.

◆

Olin Evans is the new owner of the Moonlight Drive-in Theatre, Evergreen, Ala., formerly the property of **Bert Gorum. Jack Rudd** will be manager.

◆

E. A. Goller, whose Star Theatre, Deshler, O., has been closed for the summer, is preparing the house for a Labor Day reopening.

◆

Sanford Leavitt, of the Washington Circuit, Cleveland, and **Mrs. Leavitt** recently celebrated their 15th wedding anniversary.

◆

Kenny Sears has been appointed manager of the Movie Garden Drive-in at Eustis, Fla.

Half-a-Century in the World of the Screen

Marking Robert Savini's Fiftieth Year in the Motion Picture Industry

By SHERWIN KANE

JUST turned 68, Robert M. Savini, genial head of Astor Pictures Corp., is not the only 50-year veteran in the industry who is still at work, but he has an excellent claim to being the youngest such veteran. Savini is observing his golden jubilee in motion pictures this month.

A native of New Orleans, it was in August, 1904, that the then 17-year-old Bob Savini went to work for Herman Fitchenberg with instructions to make himself generally useful. Interpreting that literally, Savini soon devised an ingenious method of bringing new business to Fitchenberg's Dixie Films Co.

Despite his tender age, it seems Savini also had a finger in city politics in New Orleans. When a local exhibitor would receive a summons for violation of municipal safety, sanitary or other ordinances, word somehow would reach the culprit, who probably had far more serious offenses at the time than license infractions to worry about, that the only way of getting the summons "taken care of," as the quaint expression of the day had it, was to "see that new young man at Dixie Films."

When they followed this advice, they found themselves confronted by an unsympathetic if not resentful young man behind a desk too small for him at the film exchange.

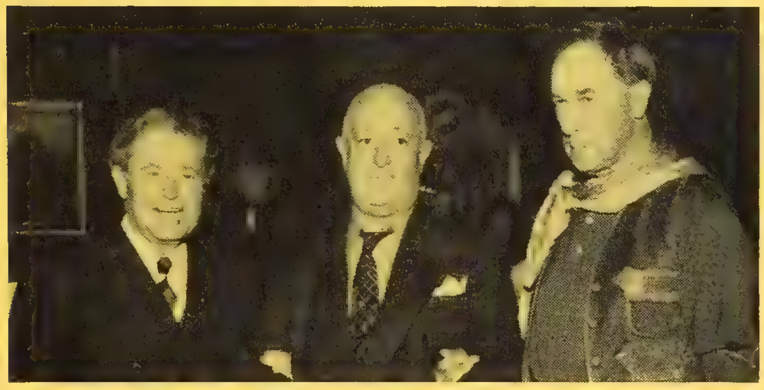
"Why," he was in the habit of replying to their approaches, "should I do anything for you? What have you ever done for us? I can't find your name on any of our books. You've never done business with Dixie."

(Some thought it peculiar, too, that the summons for license infractions seldom, if ever, were issued against regular customers of Fitchenberg's exchange.)

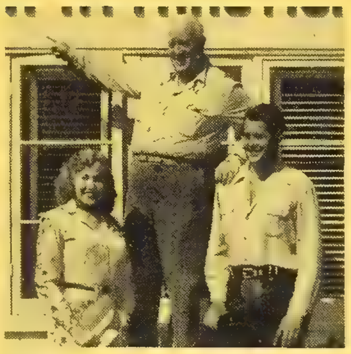
The upshot of such interviews inevitably was that Dixie Films had itself a new customer. This occurred often enough to convince Fitchenbeg that he had a useful hunk of manpower on the premises and he set about to teach him the business in earnest.

How Savini happened to go to work for Fitchenberg in the first place is a bit of a story, too. Among the elder showman's New Orleans operations was a Canal Street bright spot called Wonderland. The owner's wife was counting and stacking pennies with which to make change for the arcade's patrons one day when a flirtatious young buck chucked her under the chin and,

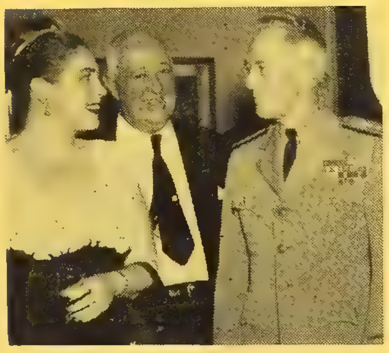
(*Continued on page 6*)



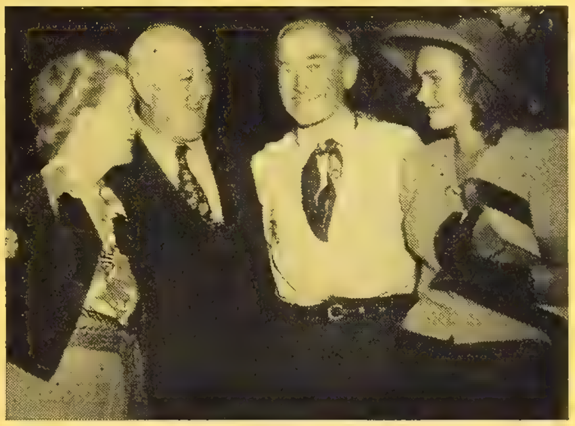
R. M. Savini with William Farnum and William S. Hart at the Vogue Theatre, Hollywood. Savini and Hart were friends of long standing.



With Pat Starling and Sunset Carson preparatory to starting six new Westerns for Yucca Pictures featuring Carson.



With Admiral Byrd and guest at Boston opening of "With Byrd at the South Pole."



With Mrs. and Harry Carey, and Frances Farmer at the Carey ranch, Sardis, Cal.

Robert M. Savini

THESE pages are published in commemoration of and in tribute to the fiftieth anniversary as a showman of a colorful veteran of the industry—Robert M. Savini.

As these pages attest, the fifty years that Bob Savini has played as a showman of many parts in this business have been adventuresome and fruitful. They have been particularly fruitful in that requisite of a happy career—the building along the way of time-tested friendships.

Bob Savini, always in the midst of varied and purposeful activities, has been a very real friend to many, and many there are who have cherished that friendship and in the natural order have returned it many-fold.

At his significant anniversary occasion a legion of friends and associates in the industry whose pathways through the years have brought them in contact with Bob Savini now join in chorus in an expression of hearty congratulations and good wishes to a forceful and colorful personality of this colorful industry—Bob Savini.

—MARTIN QUIGLEY

(Continued from page 5)

in the knowing jargon of the day, gave her a look that meant much and none of it any good.

Savini, a strapping youngster who had been on his own since leaving grammar school and who in the course of events had found it useful to learn how to use his "dukes," remonstrated with the masher, who unhesitatingly threw a punch at the young defender of womanhood.

With that, Savini is said to have let loose his Sunday punch and the chin-chucker stretched himself out at the feet of the diminutive but appreciative lady's husband, who hired Savini on the spot.

Debut at two

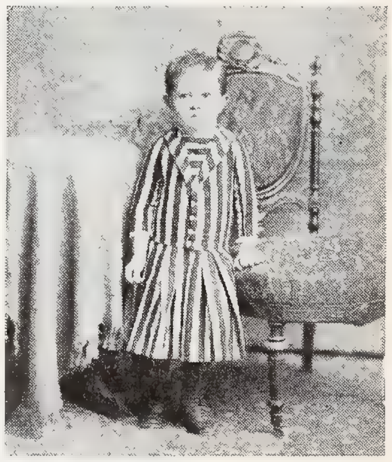
On the second floor above the Wonderland arcade was the inevitable vacant space of the period and, just as inevitably, it became an emporium for the exhibition of the one-reel films of the day. The general idea was to avoid having the space stand idle, to lower the nut for the arcade and, maybe, to make a few bucks from the passing fad—movies—before the public tired of them.

To the amazement of the showmen of the day, films not only increased in popularity but soon were grossing enough for the arcade operators to eye the income with respect even after the early ticket sellers had palmed their cut.

This development had led Fitchenberg into distribution and the founding of Dixie Films, to which he sent our young hero, Savini. They took to each other and grew side by side.

Came the time when Fitchenberg was ready to sell. He made a deal with William Oldknow of Consolidated Film, which operated an exchange in Atlanta. Oldknow then bought out E. T. Peters of Dallas and San Antonio and all became Consolidated Films Corp. Later he opened a Memphis office. In the Dallas office there was discovered an aggressive young film manager out of Erie, Pa., name of Ned E. Depinet. He was brought into Atlanta where Consolidated set up its headquarters.

Later, Oldknow sold to Carl Laemmle. Depinet was moved to New York as salesman for Universal. Savini left Dixie and joined Warner Brothers. It was then about 1909. The industry was advancing from one and two-reelers to three-reelers. Change was the order of the day.



At 4. A job-hunter

Pat Powers was acquiring control of Warner Brothers. He sold Savini the franchises for New Orleans, Atlanta and Memphis, guaranteeing to deliver to him 21 reels of film a week.

Powers was feuding with Laemmle at the time but, unfortunately for Savini's plans, Laemmle and Powers made up one night and, tipped off to the development, Savini, who knew Powers would liquidate United Program Films and the would be without weekly releases, hastily threw his United Program Film Service into a friendly receivership and lit out for Atlanta. He was soon back in business there as Savini Films, and operated out of the Georgia capital many years.

Film veteran at 22

Savini began to expand his interests, adding road shows and tent shows (carnivals) which toured the southeast. Among his roadshows was the Atlanta premiere of "Birth of a Nation." The traveling operations took him to Miami, an up and coming town at the time, where he picked up some theatres and stores. Things were going well until in 1926 a hurricane struck the Miami area and wiped out the Savini tent shows and improved properties.

He woke up broke the next day.

It was the era when motion pictures, already a great industry, were bent upon expansion in both production and exhibition, but especially in the latter. Over the years Savini had befriended many, helped them personally on the way up. Some of them were in important positions with the big expanding companies with home offices in New York. Confident that those he had helped would, in turn, help him, Savini decided to go to New York and make a new start.

1951—With Dr. Teitelbaum and the late Peter Shamray

To his surprise, but not to his chagrin, no help was forthcoming from the old acquaintances in high places. No one had a job for Savini. The experience apparently did not embitter him. He speaks of it now without emotion, always with a smile and with understanding.

He was living at the Hotel Astor the day he rented an office on 9th Avenue for his return to distribution, so it was natural that he named his new company Astor Pictures. He specialized in three-reel Westerns, produced in Hollywood by William Berke. They were tailored to simulate feature length films and were sold as support for the main feature and a substitute for a second feature.

The new company prospered for a time but eventually the three-reelers lost out to im-

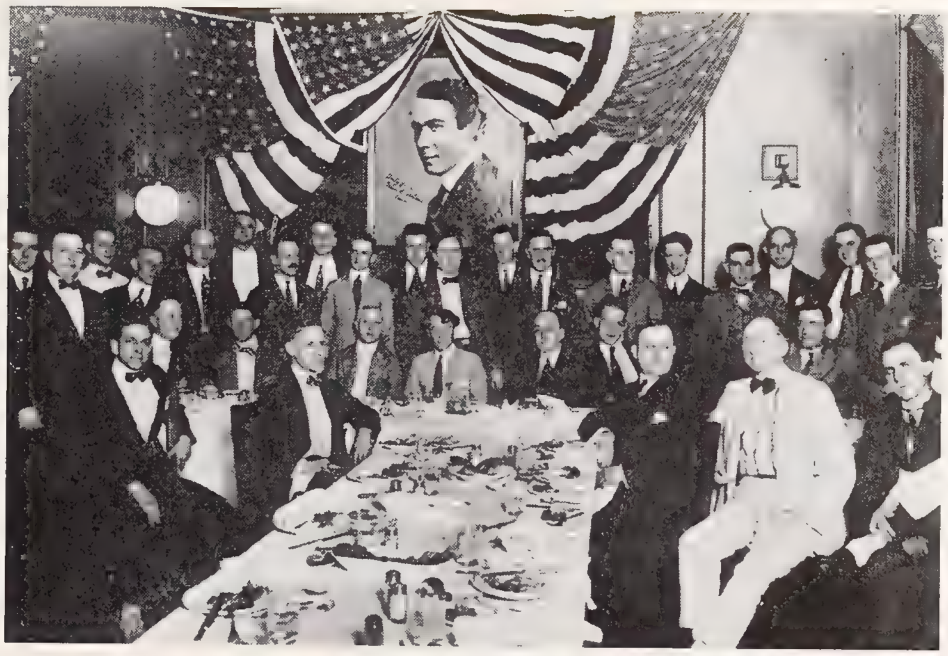
(Continued on page 27)

Highlights from 'Way Back When

Robert M. Savini visiting with Loretta Young on set at Hollywood studio.

Above, Savini with Ollie and Jimmy Hodges, musical comedy performers and friends of long standing. The two worked with Savini in road shows in the 1920s.

Savini with his mother, Mrs. C. W. Savini, to whom he was especially devoted throughout her lifetime. She entertained many of his business friends at her home in New Orleans and was widely known to many in the industry in consequence.



Members of the Motion Picture Club of Atlanta as they entertained for the "Little Colonel," Henry B. Walthall, prior to the Atlanta opening of "Birth of a Nation." Walthall is at center of head table, Savini at extreme left, far side of table, next to Wallace Walthall, brother of Henry.

Active throughout his business career in many private and industry causes, Savini's friends of the Dallas Variety Tent (above), entertain at a dinner in his honor in recognition of his help in making a success of the annual Turtle Derby staged by the Tent to raise funds for its principal charity endeavor, the Boys' Ranch. Among those at table (Savini at head) are Louis Charninsky, O. K. Bourgeois and the late John Jenkins.

HELLS ANGELS
SCARFACE
CAMPAIGN BOOK
al JOLSO
HEART
HELL'S ANG

One of the high points of Savini's business career was his work in re-selling "Hell's Angels" and other Howard Hughes' productions earned him the title "Father of the Reissue." He is shown above with campaign material for several of the films he reintroduced to the market.

Congratulations to . . . .

BOB SAVINI

. . . . from your friends at . . . .

HUGHES PRODUCTIONS
RKO RADIO PICTURES INC.

on your 50th *Anniversary in the Motion Picture Industry and may we Extend to you our Best Wishes for a Most Happy Future. . . . .*

HOWARD R. HUGHES
NOAH DIETRICH
JAMES R. GRAINGER
J. MILLER WALKER
A. DEE SIMPSON
C. J. TEVLIN
CHARLES BOASBERG
WALTER BRANSON

TELLING A FEW on Bob Savini

By AL STEEN

WHEN Bob Savini wants to reminisce about his long and colorful career in the industry, he can draw on his memory with amazing accuracy as to dates and places. But just in case he wants to back up his facts and figures, he keeps manila folders, each bulging with clippings, old contracts, product announcements and miscellaneous documents that go back to those frenzied days when the industry was in its toddling clothes. There also are trade paper stories of his various activities and newspaper features relating to his fabulous success in the field of reissues, which he is credited with having originated.

"Many long and lasting friendships were created by Bob Savini through his more than usual goodness to everyone. He had no easy beginning but through ability and determination gradually worked up to what he is today. Beyond any question of a doubt he was the originator of reissues in our industry."—C. C. EZELL.

Savini still gets a kick out of a herald he put out in July, 1922, under the banner of Savini Films of Atlanta. To the first 50 small town exhibitors who responded to the ad, Bob offered a contract for 52 five-reel programs, consisting of two-reel Westerns, two-reel comedies, one-reel Westerns and one-reel comedies. The service cost $7 a program with the privilege of cancelling two pictures. In addition, each subscriber received "free and without charge" each week a "Pictorial Life" reel.

Even back in the 1920's, Bob realized there was a market for reissues. He managed to acquire 12 of Charles Chaplin's most successful two-reelers and did a landoffice business. Among his souvenirs is a letter from E. J. Sparks, dated April 30, 1923, who had contracted to play the Chaplin classics for $50 each, stating that he did such good business with "Easy Street" that he thought he should pay $60 instead of the contracted rental.

"I first knew Bob Savini as a fugitive from New Orleans (here in Dallas). No one in the motion picture industry has created more friends and good will than Bob. He has always had a kindly and honest spirit and a deep appreciation of the work that has been accomplished by the Variety Clubs, and anything fine in our industry."—R. J. O'DONNELL.

About the same time, Savini acquired the reissue rights to "The Heart of Texas Ryan," a five-reeler starring Tom Mix. Bob splashed the entire Southeast with broadsides, heralds and letters, claiming that the picture was reputed to be the "best Western production featuring Tom Mix during the season of 1920."

And when it came to adjectives and superlatives, Bob could put some of our present-day press agents to shame. As the saying goes, get a load of this masterpiece paragraph from "Booking Tips," which apparently was a combination trade paper and house organ for Savini product back in the 1920's:

"Nerves tingle in quivering harmony with the emotional thrill of 'The Great Reward.' An action sizzler with a cyclonic finish at each episode. It grips, it thrills, it holds, it make sthem come back, one smashing episode after another, trust, fear, hope, terror follow in rapid succession so as to make the viewer fiery hot and freezing cold in rapid order. It stimulates, invigorates and holds captive the interest."

"No finer person deserves the applause of the motion picture industry for his sincerity of purpose and interest in the industry. Bob Savini has made many friends because of his forthrightness and his understanding of his fellow man."—NATHAN D. GOLDEN.

When it came to "gimmicks" to get business, Savini knew all the angles. Bob kept a file of mailing list cards which, once a week, he would toss into a hat, shake them up and draw out a card. The exhibitor's name on the drawn card would get a one-reel comedy free of charge. Needless to say, every exhibitor in the Atlanta territory wanted to be on Bob Savini's mailing list.

A look through Bob's folders also will reveal that Savini could out-Barnum Barnum. The success of "When Knighthood Was in Flower" in 1922 was the springboard for an unidentified producer to bring out a travesty of the picture under the title of "When Knighthood Was in Flour." In screening red type on a mailing piece measuring 12 by 18 inches, Savini boldly told exhibitors that this two-reeler would "pay all of your 1923 taxes." He further claimed that it was a "heavy meal ticket for a pace-setting theatre executive."

"I have known Bob Savini nearly all of the 50 years (that he has been active in the motion picture industry) and happy of the privilege of paying my respects to him on the occasion of his golden jubilee." —NED E. DEPINET.

Savini's "memory books" would be a gold mine of information for a person writing a history of the industry. Some of the items and clippings probably are of interest only to himself, but most of them have a universal attraction.

One of the many stories written around him tells of a crude experiment in motor-driven projectors. It happened 'way back when a booth had only one machine and between reels, the operator threw on a slide saying, "One Moment Please" or "Just a Moment While We Change Reels." And the projectors were cranked with a handle. Bob once owned a theatre in Laurel, Miss., and one evening he was out front talking with some friends. All of a sudden he saw his 16-year-old projectionist join the party on the sidewalk. Savini did a double-take and practically screamed, "Who's running the projector?"

"It's motor-driven," replied the youth.

Bob choked back an impulsive reply, swung around and made a bee-line for the booth. He found the boy had utilized two butter tubs, some sewing machine cable running to a small motor and a shaft which had been squared at one end to make an automatic drive for the projector. The smaller tub ran faster and was used for action pictures; the larger ran slower for the more emotional dramas. Bob was skeptical about its effectiveness, but later he mentioned the contraption to the Powers projector people and an engineer was sent to look at the device. Eventually, Powers brought out a motor-driven projector, but the aurel experiment, as far as Savini knows, was the first power-projector anywhere.

". . . In my humble opinion Bob Savini has contributed as much to the advancement of motion pictures as any other individual. He is the most unselfish and loyal individual I have ever met."—NOAH DIETRICH.

Most people in the industry know of Savini's success in the field of reissues, but the public-at-large didn't know about it until a staff writer on the New York "World-Telegram," Elliott Arnold, wrote a feature story about him titled, "Savini Finds a Gold Mine in Movie Graveyard." It told of his experience in resurrecting "Scarface" and other epics that had been put on the shelf and regarded dead weight in the vaults. The story was picked up by other newspapers throughout the country and Bob has them all.

There are a lot of good books in the libraries, but for an evening of sheer enjoyment Savini's memory folders have few equals.

Incidentally, some of the nostalgic material is burned around the edges, a reminder of a fire that once swept Bob's exchange in Atlanta. Maybe he lost some things of more material importance, but he managed to save those books that have a sentimental value.

"Bob Savini and the late Mr. Tony Sudekum, my father-in-law, had been friends for years (before I met Bob) and many were the interesting accounts I heard of their early association. Mr. Bob is one of the kindest and most thoughtful of men. I have known the fine quality of his friendship in sorrow and in success."—KERMIT C. STENGEL.

To a fine fellow and
a good friend

BOB SAVINI

sincere congratulations
on his
50th Anniversary
in the
motion picture industry.

☆

WALTER E. KOLB, *President*

INDUSTRIAL BANK OF COMMERCE
NEW YORK

Among the Old and New in Astor Pictures Releases

ASTOR Pictures, in its long business life, has handled films starring some of Hollywood's biggest names. A for-instance, "The Birth of a Star," with Danny Kaye, distributed by Astor in 1945.

ACTION stories have formed a large part of the product handled by Astor. Above is a scene from its current release, "Captain Scarface."

BOB SAVINI reintroduced Howard Hughes' "Hell's Angels" (below) to the market and garnered another $500,000 for it. That was the beginning of the reissue practice.

AT RIGHT, is a scene from a current Astor space epic, "Cat-Women of the Moon," with Sonny Tufts, Marie Windsor and Victor Jory.

THIS SHOULD give you an idea of how long Bing Crosby has been in "Road" pictures. That's The Groaner on the podium above, enthralling the dancers with his vocals. Astor distributed it in the '30's under the title of "The Road to Hollywood."

"SCARFACE" was another of the box office hits of the early '30s that Bob Savini acquired for redistribution after its first time around through United Artists in 1932. Astor Pictures garnered several hundred thousand dollars more for the film, further establishing the values of reissue rights.

"TURN THE KEY SOFTLY" is a J. Arthur Rank presentation currently released by Astor. It features Yvonne Mitchell, Terence Morgan, Kathleen Harrison and Joan Collins.

"SKY DEVILS" (above) was another of the successful Astor reissues of the early 1930's.

Jacques Kopfstein

Executive Vice-President
ASTOR PICTURES CORPORATION
its Affiliate and
Associate Companies and
ATLANTIC TELEVISION CORPORATION

MR. ROBERT M. SAVINI
ASTOR PICTURES CORP.
130 WEST 46TH ST.
NEW YORK, N. Y.

DEAR BOB:

50 YEARS IN BUSINESS IS A LONG LONG TIME. YOU HAVE ATTAINED IT AND WE CONGRATULATE YOU. YOUR NEVER FAILING ENERGY AND EFFORT WILL INSURE A BRIGHT FUTURE.

DUPONT MOTION PICTURE SALES

INTER-OFFICE COMMUNICATION

To: ROBERT M. (Bob) SAVINI From: YOUR ASTOR (Home Office) FAMILY

Our fondest and most sincere best wishes on this momentous occasion. May you enjoy good health and happiness for years to come.

Fred Bellin
Anthony Tarell
Cy Eichman
Mary Albano
Elsie Kelley
Dominick Frascella
Rosalind Feldman
Sadie Fundaro
Virginia Glor
Edith Freier
Anthony Valentine
David De Cesere

My heartiest congratulations to you, Bob, on your half-century of devotion and colorful activities in the picture business. As a film pioneer, fast approaching the 50-year mark myself, I must admit it was worth every minute of it. I know you will agree with me, Bob, that if we could be assured the next 50 years would be as interesting and fruitful to our industry, we wouldn't mind "sticking around" to see what the future has in store on added new screen techniques. Let's hope the future Bob Savinis will accept the many challenges that have made our business a great adventure. Again, I salute you, Bob.

W J German

To BOB:

God bless you.

Bill Saal

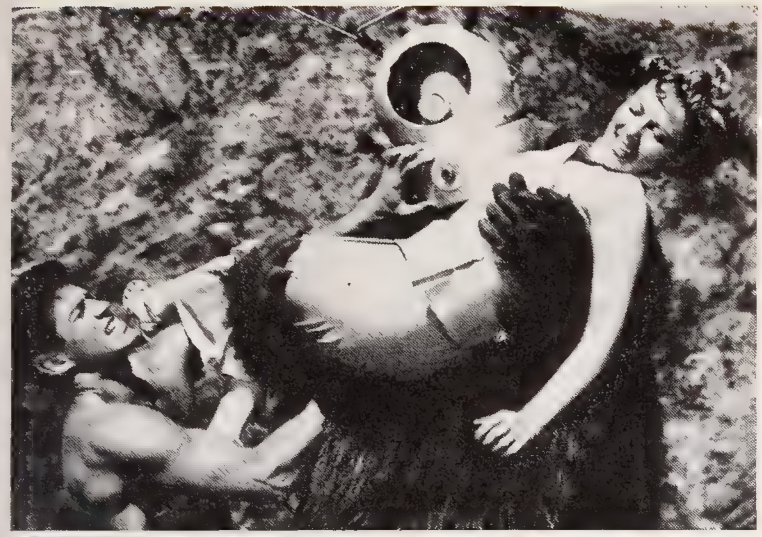
Best Wishes

BOB

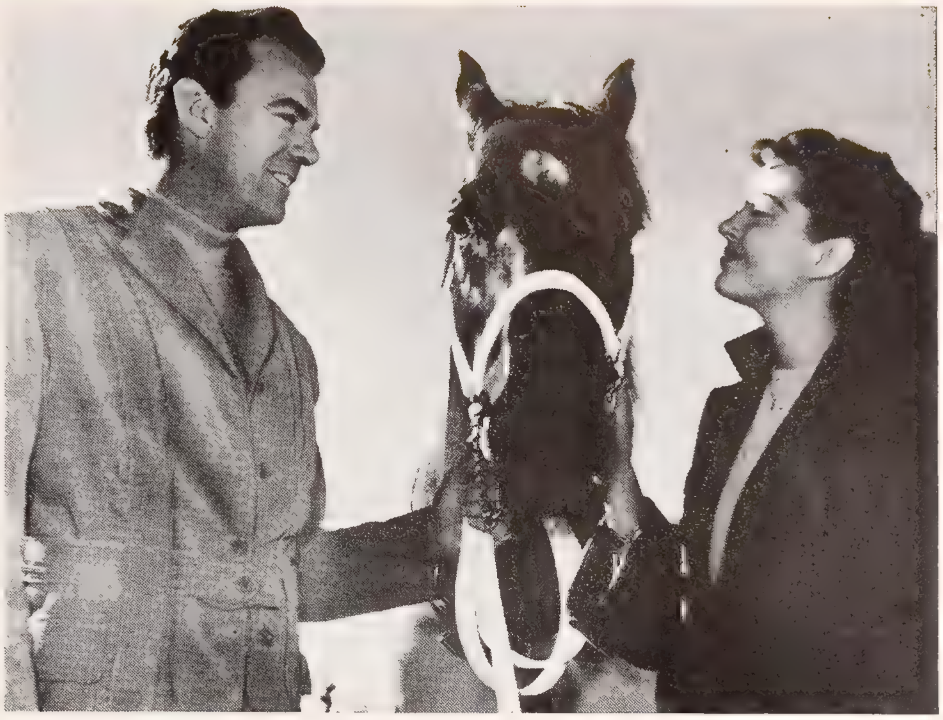
and congratulations on
a real contribution
to our industry
over the years.

M. J. MULLIN
President
NEW ENGLAND THEATRES, INC.

Among Astor Pictures' Current Releases



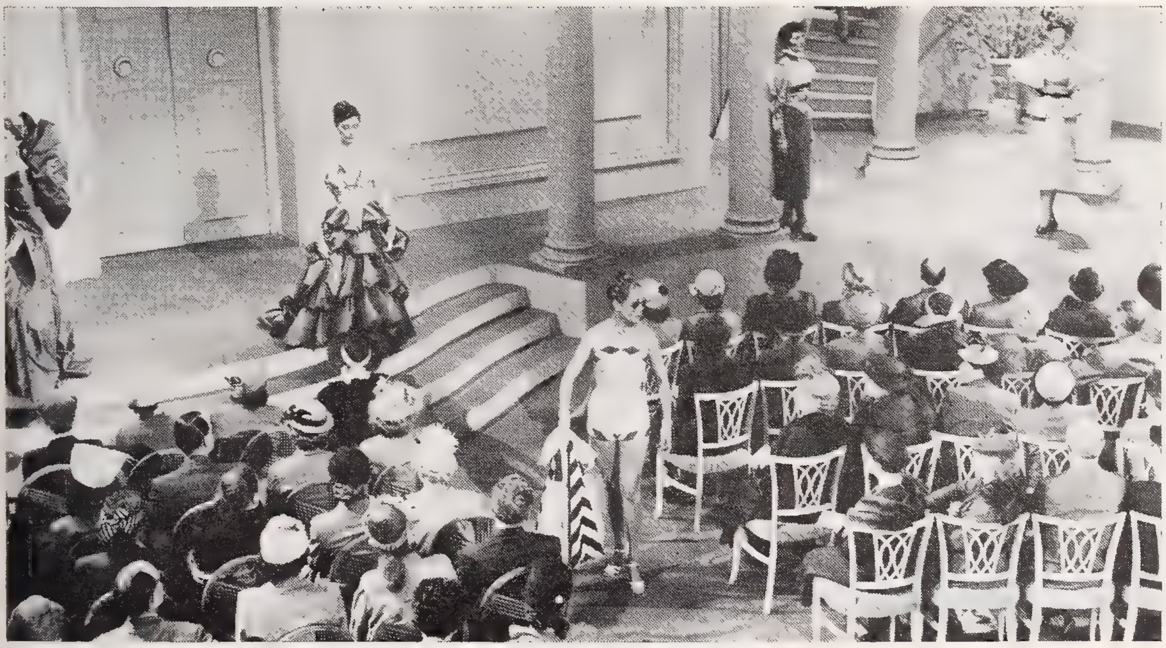
'ROBOT MONSTER' pertains to the currently popular science-fiction type of story. Produced by Al Zimbalist, it was photographed in the True-Stereo process and features George Nader and Claudia Barrett. It typifies the wide diversity of subject matter in the current Astor Pictures offerings.



'RIDE A RECKLESS MILE' is a W. R. Frank production starring Dennis O'Keefe, Gail Russell, Ruth Warrick and Charlotte Greenwood, with Henry Hull, John Hoyt, Arthur Hunnicut, Clarence Muse.

'BORN TO THE SADDLE' is a color production by Hall Shelton. In the cast are Leif Erikson, Donald Woods, Chuck Courtney and Rand Brooks.

'GIRL ON THE RUN,' an exploitation feature of the traveling carnivals, with Richard Coogan, Rosemary Pettit, Frank Albertson and Harry Bannister, and introducing Renee De Milo.



'IT STARTED IN PARADISE' is a J. Arthur Rank presentation with Jane Hylton, Ian Hunter, Terence Morgan, Muriel Pavlow and Martita Hunt, in color by Technicolor. Fashion show sequences, of which the above is a scene from one, should prove popular with female audiences.

'LOVE ISLAND' offers a South Seas romantic adventure tale in Cinecolor. Featured are Eva Gabor, Paul Valentine, Malcolm Beggs.

Congratulations to
a Swell Guy

BOB SAVINI

Best Wishes On Your 50th
Anniversary from your friends at

DU-ART FILM LABORATORIES & TRI-ART COLOR Corp.
245 WEST 55th STREET • NEW YORK 19, N. Y.

Congratulations

to

BOB SAVINI

from

SOUND MASTERS, INC.
165 WEST 46th STREET NEW YORK 36, N. Y.

Having known BOB SAVINI during practically all of those 50 years from the early days in New Orleans, it gives me a very special pleasure to extend my hearty congratulations on his Golden Anniversary.

Ned E. Depinet

Congratulations to

BOB SAVINI

On His
Golden Anniversary

His generosity, kindness and integrity through all the years have earned him this salute of affection and respect.

James A. Mulvey

Best Wishes

to

one of the great outstanding motion picture men.

◆

ARTHUR W. KELLY

GOOD LUCK

to

BOB SAVINI

From

BILL HEINEMAN
UNITED ARTISTS

☆ ☆ ☆

Congratulations

☆ ☆ ☆

MOVIELAB FILM
LABORATORIES, Inc.
619 WEST 54th STREET, N. Y. 19, N. Y.

☆ ☆ ☆

Sincerest Congratulations
and Best Wishes to you

"BOB"

on your Anniversary

ASTOR PICTURES COMPANY
(MRS. JOHN) JENKINS AND (O. K.) BOURGEOIS
HARWOOD AND JACKSON STS.
PROSPECT 2408 DALLAS 1, TEXAS

NEW ORLEANS: DIXIE FILMS, INC., 218 S. LIBERTY ST.
MEMPHIS: ASTOR PICTURES CO., 408 S. 2ND ST.

Congratulations

BOB SAVINI

YOUR WESTERN TELEVISION FRIENDS
SALUTE YOU ON YOUR
50th ANNIVERSARY

TOM J. CORRADINE & ASSOCIATES
TOM J. CORRADINE
KYLE C. THOMAS
JIM CAMPBELL
MARION WRENN

FROM ONE GOLDEN ANNIVERSARY
CELEBRANT TO ANOTHER

Congratulations
BOB SAVINI

* * *

PATHE LABORATORIES, INC.

EIGHT YEARS WITH THE ASTOR
FAMILY AND BOB SAVINI—
WISH IT WERE MORE.

* * *

My Best to You
On Your
50th Anniversary

It has been a pleasure to
know and work with you.

* * *

Bernie Rubin

IMPERIAL PICTURES CO.
2108 PAYNE AVENUE, CLEVELAND, OHIO

Congratulations
BOB

We wish you many happy
and healthy years
to come.

* * *

EQUITY FILM EXCHANGES, Inc.
922 NEW JERSEY AVE., N.W.
WASHINGTON, D. C.

AND ENTIRE STAFF

Myron Mills	Jacob S. Berkson

Congratulations
BOB
from Florida

* * *

The Land of Good Fishin,' Sunshine
and Driftwood

* * *

Dorothy Van Ness
Bill Van Ness
Al. D'Artega

Congratulations to

BOB SAVINI

one of the

REAL PIONEERS

PAUL GUFFANTI

I AM PROUD TO HAVE BEEN ASSOCIATED WITH BOB SAVINI FOR 12 OF HIS 50 YEARS IN BUSINESS AND HOPE THIS ASSOCIATION CONTINUES FOR MANY MORE FRUITFUL YEARS.

Congratulations

BOB

JACK ZIDE

REALART PICTURES
2310 CASS AVENUE
DETROIT 1, MICHIGAN

Congratulations

BOB SAVINI

on your

50 *Years in Show Business*

F. L. "PAT" PATTERSON
ASTOR PICTURES
250 GOLDEN GATE AVE.
SAN FRANCISCO, CALIF.

MIKE NAIFY
UNITED CALIFORNIA THEATRES
172 GOLDEN GATE AVENUE
SAN FRANCISCO, CALIF.

We are proud to be affiliated with Bob Savini, and to extend heartiest congratulations and best wishes on

BOB SAVINI'S
50th ANNIVERSARY

SCREEN CLASSICS Inc.
1632 CENTRAL PARKWAY
CINCINNATI 10, OHIO

EDWARD SALZBERG MARIE DONELSON

Congratulations

BOB SAVINI

On Your

50th

Anniversary

•

Mervin H. Riseman

Congratulations

BOB

Sincerely,

KING VIDOR

Golden Best Wishes

to

BOB SAVINI

from
One of His
Former Associates

C. J. TEVLIN

and All
His Other Friends
at the RKO Studios

Congratulations

to

BOB SAVINI

a great guy and
a credit to the
Film Industry

Don Malkames

BOB SAVINI'S

50th ANNIVERSARY

Pop Bob -

It will be a "Nifty Fifty"
with us Bob, on your
Anniversary.

We will say it with playdates.

Donald Swartz
INDEPENDENT FILM
DISTRIBUTORS
1109 CURRIE AVE., MINNEAPOLIS, MINNESOTA
706 WEST STATE ST., MILWAUKEE, WISCONSIN

COMPLIMENTS

to one of the
Outstanding Men
of the
Film Industry

Fred C. Sanders & CO.
CERTIFIED
PUBLIC ACCOUNTANTS

Let's have more men
like

BOB SAVINI

in the next 50 years.

Patrick E. Shanahan
Public Accountant
165 West 46th Street
N. Y. C., N. Y.
and

Thomas J. Shanahan
President

FEDERATION BANK
and
TRUST COMPANY
34th ST. and EIGHTH AVE.
N. Y. C., N. Y.

EVANS SPROTT

Best Wishes

"BOB"

ALFRED STARR

Congratulations

to

BOB SAVINI

whose vitality and perseverance helped to make this great industry.

Harry W. Schroeder

Sincere Congratulations

to

BOB SAVINI

on his

50th

ANNIVERSARY in Show Business.

☆

Associated Artists
& Producers

ELLIOT HYMAN

Best wishes

to our friend

Bob Savini

whom Peerless

has served

for 20 years

PEERLESS
FILM PROCESSING CORPORATION
165 WEST 46th STREET, NEW YORK 36, N. Y.
959 SEWARD STREET, HOLLYWOOD 38, CALIF.

BOB SAVINI'S **50th ANNIVERSARY**

50th

Anniversary
Congratulations
to
the BEST
SHOWMAN

OUR DEAR FRIEND

BOB SAVINI

•

PEERLESS FILMS, LTD.
CANADA

JACK ROHER

Congratulations

BOB

You are a
great sales manager
and
a great friend.

◇

"Rich"

ASTOR PICTURES CO.
OF GEORGIA, INC.
164 WALTON ST., N.W.
ATLANTA 3, GA.

Sincerest Congratulations

BOB

It has been our pleasure to know and work with you for the past 15 years . . . We love you and are looking forward to many more happy, healthy years with you.

Max and Martha Shulgold

CROWN FILM COMPANY
1705 BLVD. OF ALLIES
PITTSBURGH 19, PA.

Sincere Best Wishes

to

Robert "Bob" Savini

on your

50th Anniversary

from two
new members of
the Astor Family

Irving M. Farber
Edward Ruff

REGAL PICTURES CORP.
OF NEW ENGLAND
246 STUART STREET
BOSTON, MASS.

Congratulations

BOB

* * *

Janice Carter

To

a Pioneer

and

Wonderful Friend

Congratulations!

* * *

ABE
BERNSTEIN

To a fine and good friend for fifty years, the originator of reissues.

It is our hope that our Industry and his friends will have this remarkable man for many, many years to come.

Sincerely,
C. C. EZELL

•

CLAUDE EZELL & ASSOCIATES
2031 JACKSON STREET
DALLAS 1, TEXAS

TO THE SHOWMAN'S SHOWMAN . . .

- *The Incomparable . . .*
- *The Fabulous . . .*
- *The Colossal . . .*

BOB SAVINI

"TO YOUR HEALTH and HEART GOOD FRIEND"

with gratitude and pride in our past association!

Joe E. Elicker
William Goldman Theatres

BOB SAVINI'S

50th ANNIVERSARY

It's a pleasure to join the multitude in wishing you,

BOB SAVINI

our good friend, all that's best on your

50th ANNIVERSARY

•

CARLO VINTI ADVERTISING

CONGRATULATIONS

and

GOOD HEALTH

to

AN OLD PAL

Sincerely

Jack Rieger

Congratulations

to the "Peer"

of Them All

•

JERRY COHEN

Bob's Insurance Counsellor

Our Sincere

Congratulations

to

BOB SAVINI

on his

FIFTIETH ANNIVERSARY

in

the Film Industry

* * *

MORRIS GOLDSTEIN
Screenless Colortone Corp.
30 Main Street, Brooklyn, N. Y.

I joined the Astor family three years ago
I wish it were three times that—

Congratulations

Bob

May you still be with us 50 more years—
our industry needs more splendid men like you.

FAMOUS PICTURES
FILM EXCHANGE
630 NINTH AVENUE
NEW YORK, N. Y.

HARRY GOLDSTONE
SAM GOLDSTONE

Best Wishes

JOHN &
OLIVE FEYS
and
CARL &
RUTH BERGER

Congratulations,

BOB!

REALART PICTURES
OF ST. LOUIS, INC.
3216 OLIVE STREET
ST. LOUIS, MO.

Congratulations

BOB SAVINI

on your Half-Century Anniversary in the Motion Picture Industry. You deserve much credit for your courage, foresight and pioneering spirit.

Good Luck and Best Wishes!

BOB PINSON
ASTOR PICTURES
300 WEST 3RD STREET
CHARLOTTE 1,
NORTH CAROLINA

To a real reel wonderful guy

BOB SAVINI . . .

God Bless you and keep you around for a long time!

—DAVE and SYLVIA BADER

Best Wishes to

BOB SAVINI

HAPPY TO HAVE SERVED YOU FOR FORTY YEARS

Barnett International Forwarders, Inc.
WILLIAM, NORMAN, ALAN BARNETT

CONGRATULATIONS

from

EARLE W. HAMMONS

My very warmest congratulations to you, **Bob Savini**, showman extraordinary — on your golden anniversary!

—Mort Sackett

Bob and I have been pals for the past 30 years and I still love him.

PETE S. HARRISON
HARRISON'S REPORTS

Congratulations to

BOB SAVINI

whose 50 years in show business helped greatly to enable the industry to make such forward strides.

Monty Salmon

Congratulations BOB!!

NORTHWEST

Releasing CORP.

Seattle
JACK ZOLLIE
HILDE ESTHER
MARLENE LOIS
Portland

BOB has been trying to please you for 50 years.
Capital has been trying to please you for 38 years.

Your playdates will please us during
BOB's 50th Anniversary Drive.

CAPITAL FILM EXCHANGE
309 N. 13TH STREET, PHILADELPHIA, PA.
EDDIE GABRIEL

Congratulations, BOB—

We've loved you as long as we've known you. May you have many, many more happy healthful years.

MAX ROTH
CAPITAL FILM COMPANY
1301 SO. WABASH AVENUE, CHICAGO, ILLINOIS

Congratulations, BOB

ON YOUR 50th ANNIVERSARY

HOPE YOU HAVE MANY MORE

BILL FELD
REALART OF IOWA & NEBRASKA

My Congratulations to

BOB SAVINI

ON HIS 50th ANNIVERSARY
IN THE MOTION PICTURE INDUSTRY

JOHN RICCIUTI
INTERSTATE FILM CO. NEW HAVEN, CONN.
RELEASING ASTOR PICTURES FOR 25 YEARS

Happy Anniversary **BOB**
and a Lot of Continued Success

—•—

ASSOCIATED FILM EXCHANGE
252 EAST 1st SOUTH ST., SALT LAKE CITY, UTAH

Best Wishes to a great guy on his 50th Anniversary

UNITED FILM EXCHANGE
120 WEST 18TH STREET, KANSAS CITY, MO.

Congratulations to

BOB SAVINI

Best Wishes from
REALART PICTURES
OF UPSTATE NEW YORK
951 WESTERN AVE., ALBANY, N.Y.

Congratulations **"BOB"**

SCREEN CLASSICS, Inc.
443 N. Illinois Street, Indianapolis, Ind.
"MOE" "SHIRLEY"

Dear Bob—

Like your favorite story
of the gal explaining to the judge
why she keeps bailing her husband out of jail . . .
as with her, your ever-lovin' friends
"make the life worth living."

Milles Heureux Anniversaire
PAUL WHITE

Heres to Another

"FIFTY"

Sincerely

BILL BERKE

MY WARMEST
CONGRATULATIONS TO YOU

"Bob"

ON THIS VERY SPECIAL
OCCASION OF YOURS

Torben Johnke

Best Wishes

"SHOCHIKU COMPANY"

FRED WADA

Sincere Wishes
for Many More

ROY REID

To A Great Guy

BOB SAVINI

Sincerely

BERLE ADAMS and LOUIS JORDAN

Congratulations and
best good wishes
to our old friend

BOB SAVINI

from

WALTER and CRIS SCHAAP, *Managing directors*
SCHAAP DANCE STUDIOS
Houston's Foremost Dance Academy
HOUSTON • TEXAS

Congratulations and Thanks
to "BOB"

from

Boys Ranch of Texas

Sincerest Congratulations
To our dear friend

"BOB" SAVINI

PERRY MANDELL SAUL JAFFE
VITAPRINT CORPORATION
653 - 11th AVENUE, NEW YORK, N. Y.

Congratulations
on your 50th Anniversary!

THE SHERWEN COMPANY
40 WEST 27TH STREET, NEW YORK 1, N. Y.
Stereotypers to the Motion Picture Industry Since 1927
JACOB WEINSTEIN MU 4-3645

Congratulations: **MR. SAVINI**
on your Golden Anniversary!

SERVICE PHOTO ENGRAVING CORP.
148 GREENE STREET, NEW YORK 12, N. Y.
WOrth 4-7839

Savini Story

(*Continued from page* 6)

proved short subjects, cartoons and newsreels. Astor began to specialize in exploitation features, which to this day are the mainstay of its schedule.

One of Savini's typical strokes of showmanship is responsible for a huge new source of income for the industry.

> **"Bob Savini is really one of the pioneers in the motion picture business and he can take a great deal of pride in the part he has played in it. I first met Bob when he became associated with me 'way back in the very early 1930s. From the beginning I had a high admiration for his knowledge and his very sound judgment. Bob is one of the very few men in this industry who is glad to acknowledge when anyone has helped him achieve success. He has no false pride to weaken his character. I did not always follow his advice, and on several such occasions I deeply regretted I had not."—EARLE W. HAMMONS.**

He is the father of the reissue.

Some of the most profitable distribution that Astor has engaged in, if not the most profitable, has been reissues. Notable among these were "Hell's Angels," "Scarface," and other Howard Hughes productions, as well as "Rain," "Street Scene" and "Let 'Em Have It."

Incidentally, Savini's handling of the Hughes' reissues earned him the lasting respect and friendship of the owner of RKO Radio and the latter's associate, Noah Dietrich.

Get Together When Good Fellows

Savini likes to recall that his career in the industry afforded him the opportunity of seeing every major phase of development the modern film and theatre industry has experienced. He recalls the days when projection machines were operated with acetylene lamps; when aspect ratios were determined by holes cut in the tops of grooved butter tub bottoms with a motor and sewing machine belt, a device originated by a forgotten exhibitor of Laurel, Miss., and which became a forerunner of the motor-driven Powers projector, 6B, after Savini had called it to the manufacturer's attention.

> **"If Bob Savini hasn't kept every nickel he ever earned, he has certainly retained every friend he ever made. I'm probably one of his latter day friends, since I've only known him for a mere 30 years. It would be fun to tell some nasty things about him but I can't think of a single mean thing to say. There just isn't one."**
> —MONTY SALMON.

Savinis Ran Real 'Family' Theatre

Bob Savini's Broadway Theatre in New Orleans 'way back in 1909 was really a "family theatre"—the Savini family, that is. The names on the payroll were as follows: Manager, Robert M. Savini; operator, Emile Savini; pianist, Vivian Savini; cashier, Ruby Savini; doorman, Charles W. Savini (Bob's father); singer, Lolita Savini; public relations, Alice Savini; electrician, Charles A. Savini, and the owner was Bob's mother, Matilda Savini.

He observed exhibition titans such as S. A. Lynch, R. B. Wilby and H. F. Kincey, and E. V. Richards build their theatre empires in the South. He was in the room when Adolph Zukor paid Lynch $8,000,000 for the latter's Southern Enterprises.

> **"It has been most interesting and reasonably profitable to have known Bob all these years. Your hard-boiled factual attitude towards things is greatly admired by me. I hope that you extend that 50 years into more than anybody else ever has."—R. B. WILBY.**

Among others whose early careers in the industry Savini recalls are Y. Frank Freeman, vice-president and head of the Paramount Pictures studio, who was an alumnus of Southern Enterprises, Atlanta, and Sam Dembow, head of Producers Service Corp.

Bob has countless friends all over the Americas and Europe and is still adding to them.

Congratulations

wil-mar
PHOTOSTAT PRINTS
101 WEST 45th ST. N. Y. 36, N. Y.

A Salute!

Congratulations BOB

Cardinal Films Limited, Toronto

Best Wishes and Good Luck to

BOB SAVINI

from
WILLIAM M. PIZOR

To BOB—

Sincerest Congratulations,
and many more Anniversaries

LOUIS SCHEINGARTEN
Manufacturer and distributor of a complete line of
MOTION PICTURE ADVERTISING ACCESSORIES
148 GREENE STREET, NEW YORK 12, N. Y. • WOrth 4-7839

Cock-a-Doodle-Doo!

Motion Picture Daily does not resort to that out-moded journalistic gimmick, "This Is An Exclusive Dispatch" in clamorous imitation of the noisy fellow of the barnyard. We know that readers are not interested in brash competitive crowing. We know that readers do not want our concise and well-written news stories interrupted with any such irrelevant commercial.

Motion picture industry people who comprise the readership of *Motion Picture Daily* are not so naive as not to know that all newspapers of any enterprise inevitably print a certain number of exclusive stories. News coverage, intelligently written and intelligently displayed, is the value-test of a newspaper. Trivial "exclusives" are a test only of a reader's patience.

Motion Picture Daily's most prized asset is reader-confidence. Maintenance of that confidence requires that editors be selective as to what is actually newsworthy. *Motion Picture Daily* does not abuse reader-confidence by printing trivial "exclusives" to serve only the purpose of a competitive cackle.

We believe, too, that reader-confidence is not maintained in a daily trade paper in this field when stock headlines are repeated monotonously and hence frequently bear little relation to the news value of the stories reported. We believe in brevity and conciseness to save the reader's time. We have news to print—not space to fill.

With the personnel and facilities of the largest national and international news-gathering organization in the industry at its disposal *Motion Picture Daily's* news coverage, day by day, is unexcelled. If it is NEWS you see it FIRST in *Motion Picture Daily.*

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 76. NO. 43 NEW YORK, U. S. A., TUESDAY, AUGUST 31, 1954 TEN CENTS

Meeting Today

NYC Theatres Map Plans For Joining Suit

Intervenors Set for All Circuit Theatres

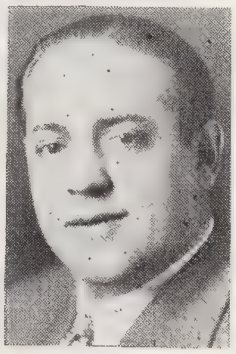
Circuit officials, independent exhibitors and exhibitor attorneys will meet at the Loew's projection room here this afternoon to discuss intervention in the current suit against the New York City five per cent admission tax by the service corporations of the local circuits on behalf of all circuit theatres, Loew's attorney Thomas Bress said here yesterday.

Individual theatre owners throughout the city are invited to attend, Bress said, to discuss the possibility

(*Continued on page* 6)

Lou Weinberg, Col. Executive, Is Dead

Funeral services were held here Sunday at Riverside Memorial Chapel for Louis Weinberg, Columbia sales executive, who died suddenly at his home in New York last Saturday.



Louis Weinberg

A veteran of almost a half-century in motion pictures, "Uncle Lou," as he was affectionately known to thousands, joined Columbia in 1928 in the position he held until his death. He entered the industry prior to World

(*Continued on page* 6)

Greene-Rouse Sign Deal with Small

HOLLYWOOD, Aug. 30.—The producer-director-writer team of Clarence Greene and Russell Rouse have signed an exclusive deal with Edward Small to produce a minimum of four high-budgeted features a year for the next three years.

Small will finance the pictures, for which no release dates have been set in advance. The deal does not affect Small's non-exclusive deal with United Artists covering 18 features.

Drive-In Exhibits To Feature Allied Trade Show in Oct.

MILWAUKEE, Aug. 30.—Sixty-eight booths on the convention floor of the Schroeder Hotel here, will comprise the Silver Anniversary Trade Show to be held in conjunction with national Allied's Silver Anniversary Convention, scheduled for Oct. 12-14.

A feature of the trade show will be a post season drive-in exhibit, which will include the latest developments in large dimension projection for drive-ins; such as new ratio screens, lenses, sound and mixer amplifiers. Coming at the close of the drive-in season, it gives the exhibitor time to plan for changes in his operations next spring. Vending and other equipment and services for drive-ins will also be featured.

For conventional theatre operators there will be new developments in new ratio screen projection, new seats, vending and various other types of equipment and services on exhibition.

Edward E. Johnson is chairman for the year book and exhibits for the convention.

Towering $135,000 For 'Egyptian' Here

A towering $135,000 is estimated for the first week of "The Egyptian" at the Roxy here, pacing Broadway grosses this week.

William Moclair, managing director of the theatre, called the $135,000 a record box-office mark exceeded only by "The Robe."

At the Radio City Music Hall, a fine $167,000 is seen for the sixth week of "Seven Brides for Seven Brothers," bringing the total gross of

(*Continued on page* 6)

Last Under Consent Decree

ELECT VOGEL HEAD OF LOEW THEATRES

New Theatre Company's Board Selects Officers; Divorcement in Effect Tonight

Joseph R. Vogel was elected president of the newly-organized Loew's Theatres, Inc., yesterday, on the eve of tonight's effective date of the Loew's divorcement plan separating the domestic Loew's theatre company from the production-distribution company.

Joseph R. Vogel

The election of Vogel took place at the first board meeting of Loew's Theatres. A meeting of the board of directors of Loew's, Inc., the production and distribution company, will take place tomorrow. That meeting is scheduled to fill the vacancies created by the resignations from the board of Vogel and Leopold Friedman, both of whom have taken top executive positions with the theatre company and will serve on its board of directors.

Other officers elected by the Loew's

(*Continued on page* 6)

Alternative Scale For Title Bout

An adjusted scale, considered more attractive by some television-equipped theatres, has been offered by Theatre Network Television for the Sept. 15 Marciano-Charles heavyweight title bout, it was learned yesterday.

The adjusted scale begins to deviate from the 50-50 division of the box-office take above the $3 per ticket net figure charged for a ticket. The previous scale, as reported in MOTION PICTURE DAILY, was a straight 50-50 percentage deal.

Adjusted Scale Outlined

The adjusted scale, it was learned, is as follows: tickets of $3 and under call for a 50 per cent division with TNT; tickets from $3 to $3.30 provide a revenue of $1.50 to TNT; from $3.31 to $3.50, $1.60 goes to TNT; from $3.50 to $4.00, $1.75 goes to TNT; and on tickets of $4 and over $2 goes to TNT. All the figures quoted are exclusive of the tax, it was stated.

The general pattern of the scale, it was explained, allows the theatre to

(*Continued on page* 6)

Resumes Dividends After 5 Years

Rank's Odeon Continues Strong Fiscal Recovery

By PETER BURNUP

LONDON, Aug. 30.—Net profit of J. Arthur Rank's Odeon Theatres, Ltd., parent company of his motion picture interests, for the fiscal year ended June 26 last amounted to £1,383,226 after deductions for depreciation, taxation and other adjustments. The result compares with net profit for the preceding fiscal year of £1,463,395. (The pound is valued at $2.80 at the official exchange rate.)

The continued improvement in Odeon's earnings made possible the declaration of a 15 per cent dividend on the company's ordinaries, the first such dividend since the fiscal difficulties experienced by the Rank companies in 1949.

Gross profits of Odeon before deductions amounted to £7,704,084 for the past fiscal year compared with £6,837,496 for the preceding year.

The company's consolidated balance sheet will show a reduction in bank

(*Continued on page* 6)

NCA Okays Federal Control Over Rentals

Special to THE DAILY

MINNEAPOLIS, Aug. 30.—The board of directors of North Central Allied, meeting here today, unanimously approved the resolution of national Allied calling for Federal legislation regulating the distribution of motion pictures. The vote of approval followed a report from Benjamin N. Berger, president of NCA and a regional vice-president, who was present

(*Continued on page* 6)

New to Fruchtman; Mechanic to Retire

BALTIMORE, Aug. 30.—One of Baltimore's leading exhibitors, Morris Mechanic, owner and operator of the New Theatre here for the past 25 years, and Jack Fruchtman, Maryland exhibitor, announced jointly today that the latter will take over active operation of the New on a long-term basis effective Sept. 1.

At that time, in celebration of his

(*Continued on page* 6)

Personal Mention

IRVING BERLIN will return to New York from Hollywood on Thursday.

•

ERIC JOHNSTON, president of the Motion Picture Association of America, is due to return to Washington, D. C., today from the Coast. He plans to fly to Europe tomorrow to attend the Venice Film Festival, returning in about two weeks.

•

CPL. GEORGE GROSS, son of WILLIAM GROSS, Columbia Pictures salesman in Cleveland, will return on Saturday from France, where he has been in the Ordnance Department since December.

•

MURRAY SILVERSTONE, president of 20th Century-Fox's International Corp., will return here today from Europe aboard the "Cristoforo Colombo."

•

LOUIS DE ROCHEMONT, and MRS. DE ROCHEMONT will sail from New York for Europe today on the "Mauretania."

•

HILLER INNES, assistant to RUSSELL HOLMAN, Paramount Eastern production manager, returned to New York yesterday from Hollywood.

•

BERNARD MENSCHELL, of the Manchester Drive-in Theatre Corp., Bolton Notch, Conn., has returned there with his family from Cape Cod.

•

WALTER WANGER, producer, and MRS. WANGER will return to New York tomorrow from Europe.

•

ALICE GOODMAN, of the M-G-M Eastern story department, has left here for a vacation on Fire Island.

•

ROBERT WILBY, president of Wilby Theatres, Atlanta, has left there with MRS. WILBY for a Caribbean cruise.

•

GREGORY RATOFF, producer, arrived here Sunday from England via B.O.A.C. "Monarch."

•

FOSTER M. BLAKE, Universal Pictures Western sales manager, will leave here today for Chicago.

•

BILLY WILDER, producer-director, will arrive here today from the Coast.

•

DICK EDGE has resigned as the Sweet Home (Ore.) manager for the Jesse Jones circuit.

New Para. House Organ

The first issue of "The Paramounteer," new Paramount Pictures house organ, will make its appearance tomorrow. VistaVision, Paramount's new production and screen presentation process, and Irving Berlin's "White Christmas," the first VistaVision production, are featured in articles in the first issue. "The Paramounteer" will be published monthly by the company.

Cinerama Equipment On Overseas Phase Of Operations Now

Seven tons of electronic equipment will be loaded on a Pan-American DC-4 Clipper here today. In 16 hours upon arrival in London the international phase of Cinerama's experience will start.

The plane contains a virtually complete Cinerama installation. By the end of September, when the Cinerama process celebrates its second birthday, the London Casino Theatre will be ready for the first showings of the "This Is Cinerama" program in Europe.

Technicians of Robin International Inc., the company that owns international exhibition rights, and Cinerama, Inc., the manufacturers and owners of all Cinerama equipment, have been at work for three weeks readying the theatre. Fifty major components, including the 65-foot-wide screen containing 1100 louvres, and the three projectors with film magazines over three times conventional size, will be fitted into place.

Building Codes Revised

Changes in London's building and theatre codes were effected to accommodate the demands of the film process. The three projection booths and the size of the film reels have required revision of fire regulations for conventional film presentations.

Pan American Airline officials arranged with Robin International to minimize the crating and disassembly of the equipment. In addition to the projectors and screen, special Cinerama sound equipment, including six-foot amplifier racks, a control console for coordination of picture and sound, all specialized rewinding, splicing and checking equipment and spare parts will be shipped.

Greenthal to Handle 2nd Compo Ad Series

The Monroe Greenthal Co. has been chosen as the advertising agency to handle the second series of 26 ads which COMPO will publish in "Editor & Publisher," it was announced yesterday by Robert W. Coyne, COMPO special counsel.

The first group of 26 ads, the last of which was published last week, was handled by Donahue & Coe under an arrangement that called for the work to be rotated among the advertising agencies serving the industry.

The second series of COMPO ads will appear in "Editor & Publisher" every other week, instead of weekly.

Mass for Collins, Veteran Director

HOLLYWOOD, Aug. 30. — Requiem mass will be celebrated here tomorrow for Lewis D. Collins, 56, veteran film director who died Friday night of a heart attack. Collins, who began his career at Universal in 1926 directing short subjects and Westerns, is survived by his widow, Alfa, two sisters and a brother.

STIC Withdraws Pay Demands in Mexico

MEXICO CITY, Aug. 30.—Due to the bi-annual revision of labor contracts between the National Cinematographic Industry Workers Union (STIC) and exhibitors and distributors, a demand for higher wages by industry workers has been withdrawn averting a strike against the 130 theatres here and in the Mexican provinces.

Secretary General Salvador Carrillo of the STIC withdrew the union's demand for a 24 per cent increase in wages because of the proximity of the revision of labor contracts on Sept. 15 between the labor organization, exhibition and distribution.

Received 10% Hike in 1952

It is expected that the matter of higher wages will be a major feature when the new contracts are to be negotiated. The last pay increase was a 10 per cent hike in 1952.

The union had recently asked for a 35 per cent increase, but in late July reduced its demand to 24 per cent. While the Federal Board of Conciliation and Arbitration was mulling the STIC demand, distributor offices and 97 per cent of Mexico's theatres were closed for six days.

WOMPI Elects at First Annual Meet

ATLANTA, Aug. 30.—The Women of the Motion Picture Industry elected new officers at their first annual banquet which was held at the Atlanta Variety Club last week with Mrs. Ann Aiken Patterson, former publisher of the Southern film journal, The Weekly Film Review, attending the dinner as guest of honor.

The newly elected officers of WOMPI are: Mrs. Nell Allen, president; Mrs. Betty Rary, first vice-president; Mrs. Nell Middleton, second vice-president; Mrs. Lois Cone, treasurer; Miss Mildred Castleberry, recording secretary; Mrs. Charline Jones, corresponding secretary.

Master of ceremonies at the banquet was Nat Williams, veteran Georgia showman.

Findley, N. England Exhibitor, Retiring

HARTFORD, Aug. 30.—Mary Jane Fox has leased the Strand Theatre, Mystic, Conn., effective Sept. 1, from John Findley, veteran operator of the independent theatre, who is retiring.

Findley, also co-owner of two Westerly, R. I. theatres, the Central and United, will sell his interests in these situations to Morris Pouzzner, his partner.

Schenck Brothers' Fete Set for Nov. 21

HOLLYWOOD, Aug. 30. — The previously announced fourth annual Milestone Dinner of the Screen Producers' Guild which will honor industry pioneers Nicholas and Joseph Schenck has been set for Nov. 21 at the Statler Hotel here.

Mexico's Cinex Buys 17 Columbia Films For World Booking

Special to THE DAILY

MEXICO CITY, Aug. 30.—Cinex, the Mexican Government's company for distribution of films abroad, has acquired 17 pictures that Columbia Pictures International undertook to world-book for Mexican producers.

Among the 17, seven of which are completed and 10 are in production, are films featuring "Cantinflas," Mexico's top moneymaking star.

$250,000 to Columbia

The deal was made for Columbia by Joseph A. McConville and Lacy W. Kastner. Representing Cinex, which paid Columbia $250,000 for the rights, were Eduardo Garduno and Alfonso Pulido Islas. The Mexican agency has already paid, it is reported, $100,000 with the remainder to be paid within two years.

As part of the pact, Columbia cancelled its arrangement with Posa Films, producer of "Cantinflas" pictures. Posa is reported to have refunded to Columbia payments made on future product.

Mexican Pay Hikes Up Production Costs

MEXICO CITY, Aug. 30.—Pay increases which were recently granted to players and technicians have increased production costs by an approximate 20,000 pesos, the Mexican Producers Association has announced.

Prior to the devaluation of the peso on April 19, the film producers reported, the average cost of making a film was 600,000 pesos or $69,770. Now production costs per film are up about 20,000 pesos or $1,600, the association stated.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"SEVEN BRIDES FOR SEVEN BROTHERS"
in CINEMASCOPE starring
JANE POWELL - HOWARD KEEL
Color by ANSCO - An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

WARNER BROS PRESENT
KING RICHARD AND THE CRUSADERS
CINEMASCOPE AND WARNERCOLOR
STARRING REX HARRISON · VIRGINIA MAYO · GEORGE SANDERS · LAURENCE HARVEY
COOL PARAMOUNT B'WAY at 43rd ST

FILMACK
ALWAYS GOOD!
ALWAYS ON TIME!
FOR BETTER SPECIAL TRAILERS
630 Ninth Ave. New York, N.Y.
1327 S Wabash Chicago 5, Ill.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor. Published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

News Roundup

Colosseum to Meet Nov.19-20

The Colosseum of Motion Picture Salesmen of America has voted to hold its annual convention at the Drake Hotel, Chicago, Nov. 19-20.

■

Budd in Pa. State Post

C. Robert Budd, Lykens theatre owner-manager of Harrisburg, Pa., has been appointed Dauphin County controller by Hon. John S. Fine, Governor of the state. Budd will take over his new duties tomorrow and will serve until the first Monday of January, 1956.

■

L. & G. Hikes Admissions

Lockwood & Gordon has increased the adult admission price from 70 to 80 cents for its first-run Norwalk Drive-in, Norwalk, Conn. Drive-in prices in the territory have ranged from 60 to 70 cents.

■

Portland Theatre Suspends

Giving as her reason the insufficiency of top quality pictures available, Mrs. J. J. Parker, president of the J. J. Parker Theatres, has announced the temporary closing of the United Artists Theatre in Portland, Ore. Reopening is expected later this fall.

■

Hartford State Reopening

Connecticut's largest combination film-vaudeville theatre, the 4,200-seat State, Hartford, closed since last spring, will resume weekend operations on Sept. 10, with Esther Williams, MGM contract player, headlining a stage revue.

■

Re-Equip Spokane House

The Garland Theatre, leading suburban house of Spokane, Wash., will be closed temporarily for the installation of new equipment, including Cinemascope, wide-screen stereophonic sound, foam rubber seats, and new furnishings throughout. Reopening is scheduled for Sept. 3.

■

Adorno Building Drive-in

Sal Adorno, Jr., building a drive-in theatre at Middletown, Conn., has disclosed plans for a penthouse-type projection booth, atop the theatre's concession building. The concession building, measuring 80 by 65 feet, will contain refreshment stands, community rooms and manager's office. The projection booth will measure 20 feet square.

EPI Meeting in Chicago

PHILADELPHIA, Aug. 30.—Midwest area distributors for Exploitation Productions, Inc., will meet in Chicago tomorrow and Thursday to discuss plans for EPI's "Jamboree," made in cooperation with the Boy Scouts of America. Jack H. Harris, EPI sales manager, is now in Chicago for conferences with franchise holders of the Midwest.

UA to Premiere 'James' In Miss.

Panorama Pictures' "Jesse James' Women," which was produced by a group of Mississippi theatre owners headed by exhibitor A. L. Royal and businessman Tom Garraway, will have its world premiere at the Royal Music Hall in Jackson, Miss., on Thursday, it was announced here yesterday by William J. Heineman, United Artists vice-president in charge of distribution. U. A. will distribute.

Leading state and city officials and business leaders will participate in the premiere activities.

Univ. to Have New Minneapolis Building

MINNEAPOLIS, Aug. 30.—Ground was broken last week for a new building to house the Minneapolis branch of Universal Pictures, LeRoy Miller, branch manager, announced.

The 50x150 structure will be one-story in height on the front and two stories in the rear with a parking area and loading facilities.

The new property is owned and the building is being constructed by Universal and will replace the smaller quarters now occupied under lease a block to the north. Miller said that he expects that the branch will move about Feb. 1.

Wis. Allied Meets on State Legislation

MILWAUKEE, Aug. 30.—Members of Wisconsin Allied will meet at Wausau tomorrow to draft plans to combat threatened state legislation enabling municipalities to enact theatre admission taxes.

Several members of the legislature have already indicated they may initiate such legislation at the forthcoming session and Allied plans to set up a campaign to oppose it.

Sheckman Controls 171 U. K. Theatres

LONDON, Aug. 27 (By Air Mail).—Sol Sheckman, chairman and governing director of Essoldo Circuit (Control) Ltd., has bought a 65 per cent interest in S. M. Associated Cinemas, Ltd., with the latter's 65 theatres in London and several North-country industrial areas.

Sheckman now controls 171 theatres, the largest independent circuit in the country.

Purchase price is not revealed, but it is known that the "S. M." circuit—a private company owned virtually in its entirety by Southan Morris—has assets in excess of £2,500,000. Morris, it is announced, will remain with the company.

Ocean Documentary Set for D.C.A. Here

"Hunters of the Deep," full-length film portraying life and adventure under the sea, has been selected for showing at the current Edinburgh Festival in Scotland as the outstanding documentary feature of the coming year.

Produced by Alan Dowling, "Hunters of the Deep" will be released here at the end of the year by Distributors Corporation of America, the company announced last week by Fred J. Schwartz.

Dezel Handles 'Duel' In Mich. for Selznick

David O. Selznick's "Duel in the Sun" will be handled in the Michigan territory by Albert Dezel Productions, in accordance with a contract just signed by Dezel and Budd Rogers, sales manager of Selznick Releasing Organization.

The picture will open for an extended run at the Broadway-Capitol Theatre, Detroit, on Sept. 16, day-and-date with 31 Butterfield key theatres.

Review

"Private Hell 36"

(Filmakers)

IN ADDITION to being another film which has been fashioned from a popular crime formula, Filmakers' "Private Hell 36" has the added drawing power of five top marquee names, Ida Lupino, Steve Cochran, Howard Duff, Dean Jagger and Dorothy Malone, who turn in convincing performances. It has all of the ingredients essential to saleable stories about police officers who turn greedy at the sight of money and a beautiful woman.

A ready-made public, well indoctrinated into the ways of crime and police detection, will enjoy this Filmakers production. It opens with a successful murder-burglary in New York and closes with an unsuccessful attempt by Cochran to kill his police partner, Duff, and keep the loot.

A "hot" $50 bill turns up in a Los Angeles drug store robbery and detectives Cochran and Duff trace it to nightclub singer Miss Lupino. She can offer only a general description of the customer who gave it to her, but the police captain, portrayed by Jagger, persuades her to help run down the criminal. They haunt the local race track after more of the bills appear there. Miss Lupino finally spots her man, who races out of traffic along a mountain road and is killed hurtling over an embankment.

Duff and Cochran find beside the criminal's body a tin box broken open, spilling money to the breeze. Cochran stuffs some of the money into his pockets while Duff, who is thinking of the security which he could have with his wife, Miss Malone, keeps silent. After much thought about the situation, Duff decides he wants to tell Jagger about the money which Cochran lifted and Cochran pretends to agree with him. They go to their cache in trailer number 36. There Cochran attempts to kill his partner but in turn is killed by Jagger, who had followed both police officers when he learned about the large amount of money missing from the tin box.

Running time, 81 minutes. General audience classification. Release, in September.

LESTER DINOFF

People

Marvin I. Gold has been appointed advertising manager of Filmack Trailer Co., Chicago. He fills the position left vacant by the recent promotion of **Lou Kravitz** to vice-president in charge of sales. Gold, who already has assumed his duties at Filmack, formerly was with the Brown Advertising Agency of Columbia, Mo. His duties will include editing the Filmack house organ, "Inspiration."

□

Clyde N. Moulin, general manager of Eastman Kodak Stores and associated with the company for nearly 50 years, will retire Jan. 1. **Walter C. Mosher,** now manager of Eastman Kodak Stores, Boston, will succeed Moulin.

□

Harold Hecht, producer and co-owner of Hecht-Lancaster, will arrive in New York from Hollywood tonight to complete distribution and promotion plans for "Vera Cruz." He will be accompanied by **Walter Seltzer,** advertising-publicity director of the firm. Hecht will remain here till Sept. 8 to supervise initial filming of "Marty," on location in the Bronx, and then goes to Kentucky where "The Kentuckian," in CinemaScope, is being filmed with **Burt Lancaster** starring and directing.

□

Joseph L. Mankiewicz will arrive here today from Europe on the "Cristoforo Colombo" to aid preparations for the world premiere of his "The Barefoot Contessa" at the Capitol Theatre here Sept. 29, for the benefit of CARE.

Start 4 on Coast, Three Completed

HOLLYWOOD, Aug. 30.—Four pictures were started during the past week and three others were finished, for a total of 35 pictures now in production.

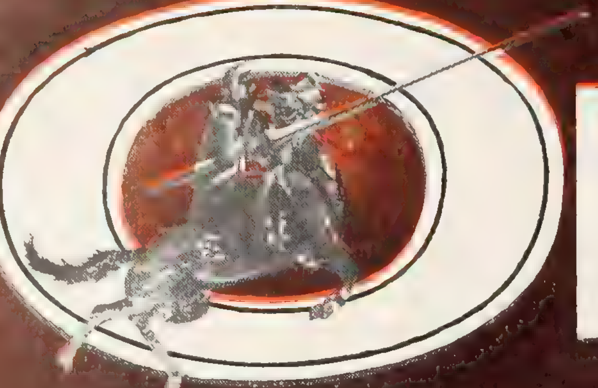
Started were: "The Big Combo," Theodora-Security Prods. (Allied Artists); "Dance in the Sun," Paal-Arion Prods., Klang Stereo; Gevacolor (Independent); "Boulevard in Paris," (CinemaScope, Technicolor, Metro-Goldwyn-Mayor); "Lady Godiva of Coventry," Technicolor (Universal-International).

Completed were: "Riot on Pier Six; (Columbia); "Crashout," (Filmakers); "Blue Horizons," VistaVision, Technicolor (Paramount).

Brewer to Tell Plans In Next Two Weeks

HOLLYWOOD, Aug. 30.—Having returned from a vacation which he took following his defeat in his campaign for the IATSE presidency, Roy M. Brewer today said he would make a decision on his future plans within the next two weeks. He refused to comment on a report that he was returning to the Allied Artists post which he resigned to enter the race against Richard F. Walsh for the presidency of the union.

Walsh won the election by a vote of 798 to 408.

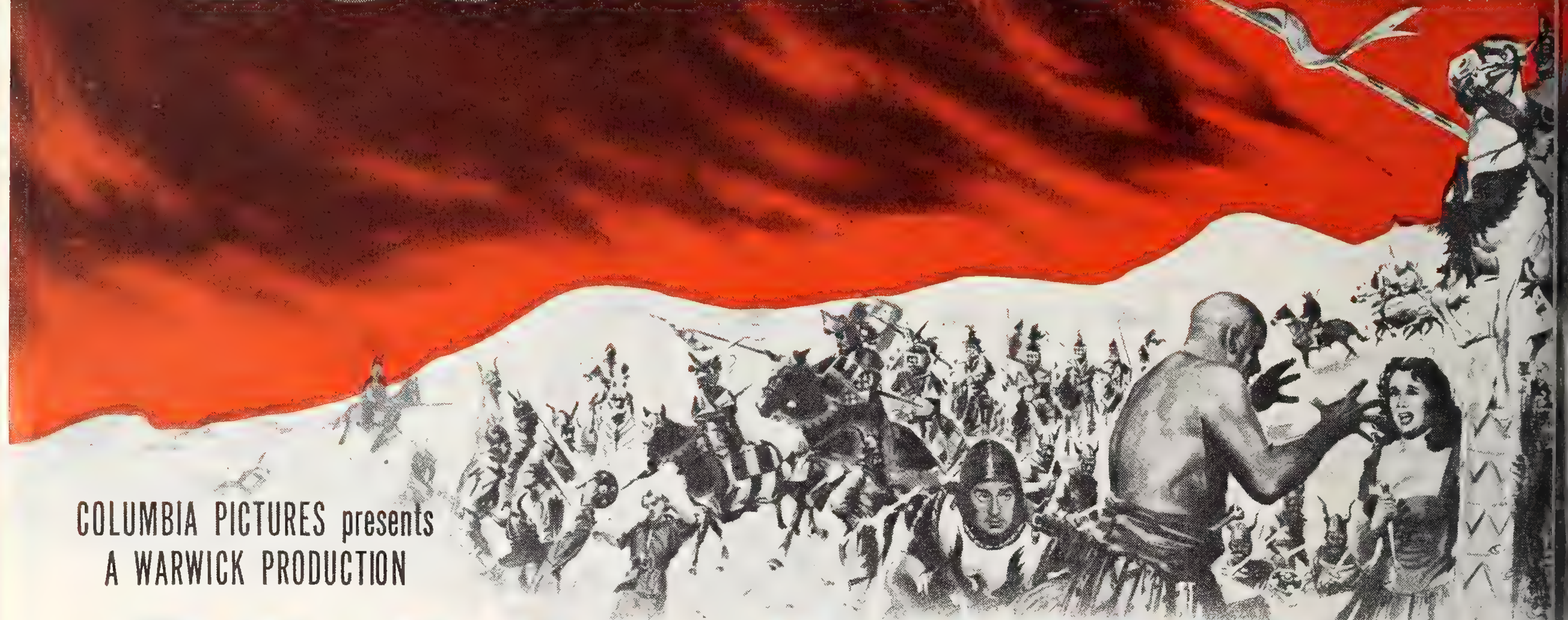


ON NOV

COLUMBIA AGAIN

WITH THE BIGGEST

BOOKING OF AL



COLUMBIA PICTURES presents
A WARWICK PRODUCTION

ALAN LADD as Th

co-starring **PATRICIA MEDINA** with PETER CUSHING · ANDRE MORELL · HARRY ANDR

MBER 10th,
MAKES HISTORY
COAST-TO-COAST
TIME! *BE IN ON IT!*

Black Knight

and Screen Play by ALEC COPPEL Produced by IRVING ALLEN and ALBERT R. BROCCOLI Directed by Tay Garnett

COLOR BY
TECHNICOLOR

N.Y.C. Tax

(*Continued from page 1*)

of their joining the plaintiffs in the pending suit against New York City. The plaintiffs, who were awarded a temporary injunction curbing the city's power to collect the amusement tax over its five per cent limit, are Century Theatres, RKO Theatres, Loew's and Brandt Theatres.

Will Consider Cross-Motion

The exhibitor attorneys, who were served last week with motion papers for a summary judgment returnable on Thursday in Queens County Court, will discuss a cross-motion for summary judgment so that the suit can be disposed of without trial.

The counsellors for the theatremen, Bress stated, decided against the Independent Theatre Owners Association and the Metropolitan Motion Picture Theatre Owners Association intervention in the suit on behalf of each organization's members. "The situation may be jeopardized if the groups intervene on behalf of all members," he said.

Poster Offered

The exhibitors who attend the meeting will be given lobby display posters and placards, Bress stated. The poster and placard read: "To our patrons! This theatre is fighting the 5% city admission tax. Save your ticket stubs. You may be entitled to a refund."

Also mimeographed forms asking for intervention by all New York City theatres will be passed out, Bress said.

North Central Allied

(*Continued from page 1*)

at the White Sulphur Springs session of Allied a week ago. Berger later reported to a Twin Cities exhibitor meeting.

He described proposed legislation as "a public utilities measure which would guarantee that every theatre in the country can play the top pictures on a live-and-let-live basis."

Criticizes Columbia, Warners

Berger said that national Allied's committee which interviewed sales executives of major distributors on sales and percentage policies was very much encouraged by the treatment received from most of the majors, particularly M-G-M and 20th Century-Fox. He criticized Columbia and Warner Brothers, terming Columbia "arrogant" in its claim that it was not only entitled to the terms of 70-30-10 with a 50 per cent minimum but also to a share in concession profits.

Allied Meet in Des Moines Pledges Fight on Taxes

DES MOINES, Aug. 30.—The Allied regional meeting at the Hotel Fort Des Moines today unanimously agreed to back the recently-formed Distributors Corporation of America and to fight efforts to impose city amusement taxes. The 50 persons attending agreed to block attempts for an Iowa enabling act at each local level. The group condemned what it called "phoney print shortages that are being used to set up illegal clearances" and attacked high film rentals.

Three additional regional meetings will be held in September to explore further the tax and the distribution issues. They will be Sept. 7 at Mason City; at Omaha on Sept. 9 and at Parkston, S. D. Sept. 10.

Review

"Tobor the Great"

(*Republic*)

THE younger set, particularly, should be intrigued by "Tobor the Great," a reasonably entertaining, standard-made production, the latest addition to the science-fiction group of films. Other pictures of the type have been well received; there seems no reason why this Dudley Pictures production, directed by Lee Sholem, should not find an enthusiastic, albeit limited, audience. Richard Goldstone produced.

Tobor—the name is merely "robot" spelled backward—is a man-made creature produced by Taylor Holmes, a scientist, for the purpose of operating a space ship, thus removing the risk of sending human beings on the dangerous missions undertaken. Tobor is a mechanical giant of metal and electronic impulses, and proves to possess such tremendous potentialities that a foreign power attempts to capture the secret of its construction and operation.

Besides the spy angle, the screenplay by Philip MacDonald has worked in a love element between Karin Booth, the scientist's daughter, and Charles Drake, assistant to the scientist. When the spies fail to capture the secret of Tobor by frontal attack, they try the different device of kidnapping the scientist and his grandson. But apparently the conspirators do not reckon with Tobor. He turns on the villains with a vengeance. Billy Chapin plays the youngster in the film. One of the more interesting sequences occurs when Tobor suffers what is equivalent to a nervous breakdown, and goes beserk for a few moments.

Others in the cast include Lyle Talbot, Hal Baylor, Alan Reynolds, Norman Shield and Helen Winston.

Running time, 77 minutes. General audience classification. For September release.

'Egyptian'

(*Continued from page 1*)

the picture at the theatre to $1,000,768.

Other films doing well along Broadway include "Rear Window" at the Rivoli which is forecast to do $38,000 for its fourth week. "Magnificent Obsession" at Loew's State is expected to hit a fine $27,000 for its fourth week.

"The Barefoot Contessa" replaces "The Caine Mutiny" at the Capitol on Sept. 28. For its tenth week "The Caine Mutiny" expects a good $28,000. "Private Hell 36" will have its premiere at the Paramount on Friday as "King Richard and the Crusaders" bows out to an estimated fair $35,000.

'Egyptian' Continues Outgrossing 'Robe'

"The Egyptian" continues to outgross "The Robe" in many first-run situations throughout the country, field reports disclosed yesterday.

Opening last Friday at the Fox Theatre, San Francisco, "The Egyptian" grossed $7,700, shattering a record mark of $6,200 set by "The Robe." At the Warner Theatre, Atlantic City, "The Egyptian" in its initial three days is doubling the mark set by the first CinemaScope production, $13,200 to $6,500.

Fruchtman

(*Continued from page 1*)

silver anniversary, Mechanic will divert his business interest along various other lines and to his extensive realty holdings.

Fruchtman takes over the first-run, downtown house, bringing with him 25 years of varied experience in the motion picture industry as an exhibitor and in the distribution of films.

He began as an office boy with Paramount Pictures in New York City in 1929. In 1937 he went to Paramount's Washington branch where he remained until 1941. Thereafter he was with Universal Pictures for a short period.

In 1940 he purchased his first theatre in Greenbelt, Md., and in succeeding years acquired his other theatres.

Weinberg

(*Continued from page 1*)

War I as manager of the Bunny and Burland Theatres in New York. He joined Fox Film in 1917 as a salesman, changing to Select Pictures before coming to Columbia.

In tribute to Weinberg's memory, every Columbia employee in the company's offices the world around—about 15,000 in all—paused at work at 3 P.M. yesterday.

Surviving are his wife, Cora; a son, Arthur of Boston, Assistant U. S. Attorney General for Massachusetts; a daughter, Mrs. Bernard Lovner of New York; and five sisters, Mrs. Celia Picker, Mrs. Sam Goldstein, Mrs. Robert Lowenberg, Mrs. Eva Goldfield and Mrs. Lillian Langley, all of this city.

Pickers Are Nephews

Also surviving are six nephews, all known in the motion picture industry. They are: Arnold Picker, vice-president of United Artists; Leonard Picker, attorney for United Artists; Eugene Picker, executive for Loew's Theatres; Sidney Picker, producer; Arnold Grant, attorney; and Gene Grant, well-known artist.

Vogel Heads

(*Continued from page 1*)

Theatres board include: Friedman, vice-president and treasurer; Harold J. Cleary, vice-president and comptroller; Eugene Picker, vice-president; John Murphy, vice-president; Eliot Rosenthal, secretary; Archie Weltman, assistant secretary; Leonard Pollack, assistant treasurer; Matt J. Madden, assistant treasurer; and Jacob Stillman, assistant treasurer.

Executive Roster Unchanged

The executive line-up for the production-distribution company, led by Nicholas M. Schenck, president, is expected to remain relatively unchanged, except for the retirement of J. Robert Rubin, vice-president and general counsel, previously disclosed.

The composition of the six-man Loew's Theatres board is Vogel, Friedman and Cleary, in addition to the three earlier announced government-approved directors as required by the company's consent decree: Thomas J. Connellan, retired vice-president of the National City Bank; Thomas L. Norton, dean of the Bernard M. Baruch School of Business of the College of the City of New York; and Frank Pace, Jr., former Secretary of the Army and now executive vice-president of General Dynamics.

Last to Separate Holdings

Loew's, the last of the production-distribution companies which had to separate its theatre holdings under consent decrees, the first of which went into effect in December of 1949 with the reorganization of Paramount, completed its divorcement by today's deadline.

In an announcement, the company stated that ownership of the stock of the present theatre subsidiaries will remain with Loew's Inc. until the stock of the new theatre holding company is distributed to the Loew's Inc. stockholders. When the time comes for this distribution, it was added, ample notice will be given to the stockholders.

Bout Scale

(*Continued from page 1*)

keep more than 60 per cent of the take on tickets above the $3 price.

TNT, in its last announcement, disclosed that a record number of 62 theatres has signed up for the bout.

Rank's Odeon Earnings

(*Continued from page 1*)

indebtedness during the year of £637,199 which with reductions achieved in the four previous years makes a total reduction of over £11,000,000 for the five-year period.

In addition, £622,690 in loan capital was repaid by Odeon in 1954. Also, £1,000,000 was transferred from income account to general reserve.

Reflecting the financial community's view of the improved situation, Odeon securities rose from 15 to 24 shillings per share today, compared with the year's low of 10 shillings. They were at seven shillings three pence after the 1949 reversal.

The Gaumont British financial results were hardly less spectacular. The group's trading profit with other subsidiaries, including the important Cinematelevision, Ltd., had net profit of £753,742 after deductions for depreciation, taxation and other adjustments, compared with £596,811 for the previous year. Profit before deductions was £3,627,052, against £3,124,347.

G-B pays a 12½ per cent dividend on its ordinaries and Class A ordinaries against a seven and one-half per cent dividend last year.

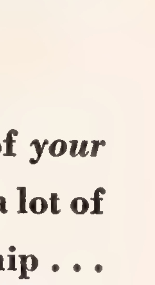
Rank's production and studio group, namely, British & Dominions Films, shows a reduction in net profit from £129,056 to £100,539. The ordinary dividend, however, is maintained at five per cent.

DO THEY KNOW WHAT'S PLAYING at your theatre

When Dad gives the word that this is the night to go out, do they know what's playing at your theatre?

If the family lines up in front of *your* boxoffice, it means you've done a lot of that shouting called Showmanship . . . of posting all over town . . . Standees in your lobby . . . Displayaways and Heralds away from theatre . . . and trailers selling every feature on your screen!

They can't help knowing what's playing when you use that kind of Showmanship . . . and your boxoffice will know it, too!



NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

IN MEMORIAM

"Uncle Lou" Weinberg

AUGUST 25, 1889 · AUGUST 28, 1954

COLUMBIA
PICTURES CORPORATION

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 76. NO. 44 NEW YORK, U. S. A., WEDNESDAY, SEPTEMBER 1, 1954 TEN CENTS

Foreign Product

Sees 40 Films From Italy for US in 12 Mos.

Gemini, of IFE, Tells of Expanding Market Hope

By MURRAY HOROWITZ

Forty Italian films, 10 of exceptional merit, for the American market over a 12-month period are foreseen by Italo Gemini, a director of Italian Films Export, who arrived here yesterday aboard the "Cristoforo Colombo" from Italy.

Gemini, interviewed at the IFE offices, was asked about the future of IFE. He expressed hope that the organization would continue to grow, with the American people becoming more appreciative of Italian films.

Questioned concerning revenues earned in the American market, he indicated through an interpreter that in his opinion no monies are being

(*Continued on page* 4)

Solve Impasse on Italian Permits

The impasse over the division of Italian film permits was solved here yesterday at a foreign sales managers' meeting of the Motion Picture Export Association.

The solution was reached by granting Universal two additional permits, one coming from RKO Radio Pictures and the other from the Italian government which boosted the number of

(*Continued on page* 4)

L. I., New England Hard Hit by Storm

Damage to theatres resulting from yesterday's hurricane is reported to have been extremely severe, particularly in Suffolk and Nassau counties and New England, where the resultant loss and inconvenience is said to have been greater than in any storm since 1938.

Theatres were hardest hit by interruption of electrical power following breakage of wires, by flooding of portions of their premises and by damage to advertising signs and marquees.

Incidentally, of course, attendance fell away to a minimum at practically all houses.

Filmakers Discloses Slate of 10 Films To 1956; 3 Finished

By LESTER DINOFF

With three low cost films currently completed and set for national release before the end of 1954, Collier Young, president of Filmakers, and Irving H. Levin, president of Filmakers Releasing Organization, jointly announced here yesterday plans to produce and distribute an additional seven pictures by 1956.

Young, who has charge of all Filmakers production, stated at a trade press conference held at the United Paramount Theatres home office projection room that "Private Hell 36," "Mad at the World" and "Crashout" will be domestic releases by January 1. "Before the close of this year, we will produce one more film and the company has plans to produce six pictures during 1955," he said.

Although not revealing what prop-

(*Continued on page* 5)

Zimmerman a V.-P. Of Gregory-Goldman

Wm. Zimmerman

PHILADELPHIA, Aug. 31.—William Zimmerman, former vice-president and general counsel for RKO Radio Pictures, has been elected a vice-president of Gregory-Goldman Enterprises, Inc., by the board of directors of the independent production company, it was announced here yesterday by William Goldman, president.

Zimmerman will assume his new position immediately with duties em-

(*Continued on page* 5)

Sept. 26 Testimonial

Plan $1,000,000 Israel Bond Tribute Dinner for Balaban

Barney Balaban

Plans for a $1,000,000 Israel bond tribute to Barney Balaban, president of Paramount Pictures, for his "35 years of dedicated service to B'nai B'rith and to his fellow man" were disclosed here yesterday at a trade press luncheon at the Astor Hotel.

The tribute, sponsored jointly by top representatives of the film industry and the Metropolitan Council of B'nai B'rith, will be in the form of a testimonial dinner to be held Sept. 26 at the Waldorf-Astoria Hotel here. Participation in the tribute, it was explained, will be by purchase of $1,000 in State of Israel Development Bonds.

At the same time, it was disclosed that Jack Cohn, executive vice-president of Columbia Pictures, and Si

(*Continued on page* 5)

S-W, Fabian Divest Albany, Troy Houses

Special to THE DAILY

ALBANY, N. Y., Aug. 31.—Operation of Fabian's Grand here and of the Stanley Warner Lincoln, Troy, changes hands tomorrow when manager Paul Wallen takes over the Grand on a 10-year lease and manager Joseph Stowell takes over the Lincoln Theatre on a lease of similar length.

Under the terms of the court approval to the purchase by Fabian Theatres of a 26 per cent interest in Stanley Warner, Fabian Theatres was required to divest itself of a theatre in Albany and S-W in Troy by Sept. 1. The court's consent also requires the

(*Continued on page* 4)

AA's Sales Meeting In Chicago Oct. 15-17

HOLLYWOOD, Aug. 31.—The Allied Artists annual sales meeting has been set for Chicago, Oct. 15-17, according to Morey R. Goldstein, AA vice-president and general sales manager.

The meeting place will be announced later.

During the three-day session, to be attended by company representatives from all over the country, concentration will be on selling and promotional plans for "The Human Jungle," "Tonight's the Night" and "The Bob Mathias Story."

Emerling, Golden on Compo Press Group

Ernest Emerling of Loew's Theatres and Gil Golden of Warner Brothers Pictures will serve on the COMPO press relations committee, it was announced yesterday by Robert W. Coyne, COMPO special counsel.

Harry Mandel, chairman of the press relations group, has named them as a special copy committee respon-

(*Continued on page* 4)

Film Officials at Savini Testimonial

Top industry officials yesterday joined in honoring Robert M. Savini, president of Astor Pictures, who is marking his 50th anniversary in the industry at a testimonial luncheon held at the Vesuvio Restaurant here.

Among those at the luncheon in addition to trade press representatives were: Russell V. Downing, Ned E. Depinet, Montague Salmon, Sam Dembow, Martin Quigley, Jacques Kopfstein, Al Young, Leon Bamberger, Harold Wondsell, Walter Titus, Harry Schroeder, Jack Berkson and Bert Robbins.

PARAMOUNT DIVISION MANAGERS START 3-DAY MEET HERE TODAY

A three-day Paramount sales conference to be devoted principally to VistaVision and Irving Berlin's "White Christmas," will open this morning at the home office, with A. W. Schwalberg, president of Paramount Film Distributing Corp., presiding.

The conference marks the midpoint in "A. W. Schwalberg Anniversary Week," opening Paramount's 40th anniversary sales drive.

Barney Balaban, president of Paramount pictures, will address one of the sessions.

Schwalberg will deliver the meeting's keynote address this morning. Other addresses will be made by E. K. (Ted) O'Shea, distribution vice-president, and Jerry Pickman, vice-president in charge of advertising-publicity-exploitation, with the marketing and merchandising of forthcoming pictures as their topics. Oscar A. Morgan, sales manager in charge of

(*Continued on page* 5)

Personal Mention

F. J. A. McCARTHY, Universal Pictures Southern and Canadian sales manager, is in Dallas from New York.

•

Jay Bonafield, executive vice-president of RKO Pathe and producer of Robert C. Ruark's "African Adventure," will be interviewed here tomorrow on the ABC radio program, "Park Sheraton Luncheon With Frank Farrell."

•

Jack Levine, son of Herman Levine, Stanley Warner real-estate head in Philadelphia, who graduated from Temple University in June, will enter the U. S. Army on Friday.

•

Charles E. Skinner, executive producer of Charles E. Skinner Productions, will leave New York today for Detroit.

•

Lawrence Lapidus, Stanley Warner booker, and James Bracken, S-W contact manager, were in Albany, N. Y., from New Haven.

•

John Calvocoressci, of the Community Amusement Corp., Hartford, has returned there with his family from Bermuda.

•

Allen M. Widem, motion picture editor of the "Hartford Times," will return there from a New Hampshire vacation on Sept. 7.

•

Herman Wobber, 20th Century-Fox Western division manager, was in Portland, Ore., from San Francisco.

•

Bert Gamble has been named manager of the Oriental Theatre, Evergreen circuit house in Portland, Ore.

Brandt and Miller To Operate Palace

STAMFORD, Conn., Aug. 31.—Harry Brandt, president of Brandt Theatres, in conjunction with New York exhibitor Melvin Miller, has assumed operational control of the 2,000-seat Palace Theatre here from Mrs. Mary Vuono and her son, William, it was announced.

Brandt and Miller, operators of the Plaza and Ridgeway Theatres in Stamford, will completely refurbish the Palace. They also recently acquired the 700-car Portland Drive-in Theatre at Middletown, Conn.

M-G-M Cartoon Staff On Annual Vacation

CULVER CITY, Aug. 31.—The entire M-G-M cartoon staff headed by producer Fred Quimby has started on annual vacations and will return on Sept. 20.

Extra Holiday Show

To accommodate holiday audiences, Radio City Music Hall here will open its doors at 7:45 A.M. on Labor Day, with extra performances of "Seven Brides for Seven Brothers" slated.

Walsh-O'Brien Talks To Conclude Today

Exploratory conferences between Tom O'Brien, general secretary of the National Association of Theatrical and Kine Employees of England, and Richard Walsh, IATSE president, are expected to be concluded today with a "gentlemen's understanding" in effect as to the future production of films in England for television use in the U. S.

O'Brien, who is planning to return to England tonight after a month's tour of this country, said yesterday that "the talks with Walsh are proceeding satisfactorily."

Forms New Firm for US-German Trade

Munio Podhorzer, distributor of German-language films in the U. S., has formed United German Film Enterprises, Inc. as an organization to look after the American interests of a number of German and Austrian production, distribution and export companies, he announced yesterday.

The new company, of which Podhorzer is president, was formed to "form a bridge between the re-born and rapidly expanding German film industry and the American market which has yet to feel the impact of many of Germany's and Austria's outstanding post-war productions," he said.

Deals on Co-production Basis

UGFE will negotiate co-production arrangements between German and American interests in both the theatrical and TV fields, Podhorzer said. UGFE also will make distribution deals for outstanding German and Austrian box office attractions and will arrange for American re-makes of certain German productions, he said.

The new company will provide information concerning the German and Austrian film industries which currently produce some 115 pictures in the two countries annually, Podhorzer said.

Will Also Sell for TV

UGFE also will function as a producer's representative in the U. S. for various German production affiliates and will undertake the sale of German and Austrian features and shorts to television, he said.

USIA Picks 5 Films For Edinburgh Fete

WASHINGTON, Aug. 31.—Five U. S. government films have been selected for showing at the current International Edinburgh Film Festival, according to the U. S. Information Agency today. Two of these will be USIA cartoons.

Also to be shown at the festival are the early motion pictures reconverted to film from the Library of Congress paper print collection by the Academy of Motion Picture Arts and Sciences.

Annual Goldwyn Gift In UCLA Competition

Samuel Goldwyn

HOLLYWOOD, Aug. 31.—An award of $1,000 for the best creative writing submitted in the Annual Campus Competition of the University of California in Los Angeles has been established by Samuel Goldwyn and accepted by the board of regents of UCLA, it was announced today by Chancellor Raymond B. Allen. The award will be presented each year upon commendation of a board of judges consisting of Robert E. Sherwood, playwright; Prof. Kenneth Macgowan, of the theatre arts department at UCLA, and the presidents of the Screen Writers Guild and the Academy of Motion Picture Arts and Sciences.

In 1953 the Samuel Goldwyn Foundation established a four-year scholarship at the UCLA medical school, which awarded $2,000 annually to an incoming student.

U.S. Rights Only in Col. Deal with Cinex

A dispatch from Mexico City published in Motion Picture Daily yesterday conveyed the impression that the reported sale by Columbia International to Cinex, the Mexican government's distribution company, of certain rights to a number of Mexican pictures, was concerned with Columbia's world distribution of such films.

A Columbia International spokesman said here yesterday that only the United States rights to the films had been sold to Cinex, with Columbia International retaining all other world distribution rights to the pictures, including those starring Posa Films' star comedian "Cantinflas."

Fisher Named Odeon Director, Rank V-P

TORONTO, Aug. 31.—Leonard W. Brockington, president of Odeon Theatres (Canada) Ltd. and Odeon Theatres Ltd., has announced the appointment of Frank H. Fisher as a director of both companies and the appointment of Fisher as a vice-president of J. Arthur Rank Film Distributors (Canada) Ltd.

Fisher since 1947 has been general manager of the distribution companies handling J. Arthur Rank films in Canada including Eagle-Lion Films of Canada, Ltd., later changed to J. Arthur Rank Film Distributors.

'3 Hours' Set for Globe

"Three Hours to Kill," Columbia Technicolor drama starring Dana Andrews and Donna Reed and co-starring Dianne Foster, will have its New York premiere at the Globe Theatre here on Friday.

Legal Steps Outlined By Loew's Attorney In NYC Tax Suit

Legal steps which will be taken by New York City exhibitor attorneys for intervention in the five per cent admission tax suit against the city were outlined yesterday afternoon by Loew's Theatres' attorney Thomas Bress at a strategy meeting of some 60 theatremen at Loew's home office projection room.

Bress, along with Harry Brandt, president of the Independent Theatre Owners Association, and Emanuel Frisch, president of the Metropolitan Motion Picture Theatre Association, addressed the local theatremen and circulated among them mimeographed forms for intervention in the case.

Refund Cited as Possibility

The exhibitors at the meeting also were presented with lobby and box office posters and placards for display. The posters direct theatre patrons to save their ticket stubs as there may be a refund pending determination of the court hearing.

An interesting angle was injected into the afternoon discussions by an operator of a theatre which uses turnstiles, Bress stated. "Theatres which allow patrons to enter via turnstiles should distribute some sort of ticket evidencing the amount of tax paid," he said. In case a refund is in order, the theatre will know what amount is to be refunded by the ticket which is submitted by the patron, he said.

N.E. Allied Names Parley Chairmen

BOSTON, Aug. 31.—Melvin Safner of Rhode Island and Herbert Brown of Greenfield, Mass., have been selected as co-chairman of the Independent Exhibitors of New England convention to be held at the Hotel Bradford here on Dec. 7, it was announced following a meeting of the unit's board of directors.

Topics which were discussed during the IENE board meeting were the Allied film committee's meeting with distribution heads in New York, the recent national Allied board meeting in White Sulphur Springs, W. Va., plans for the coming December convention, and general industry problems.

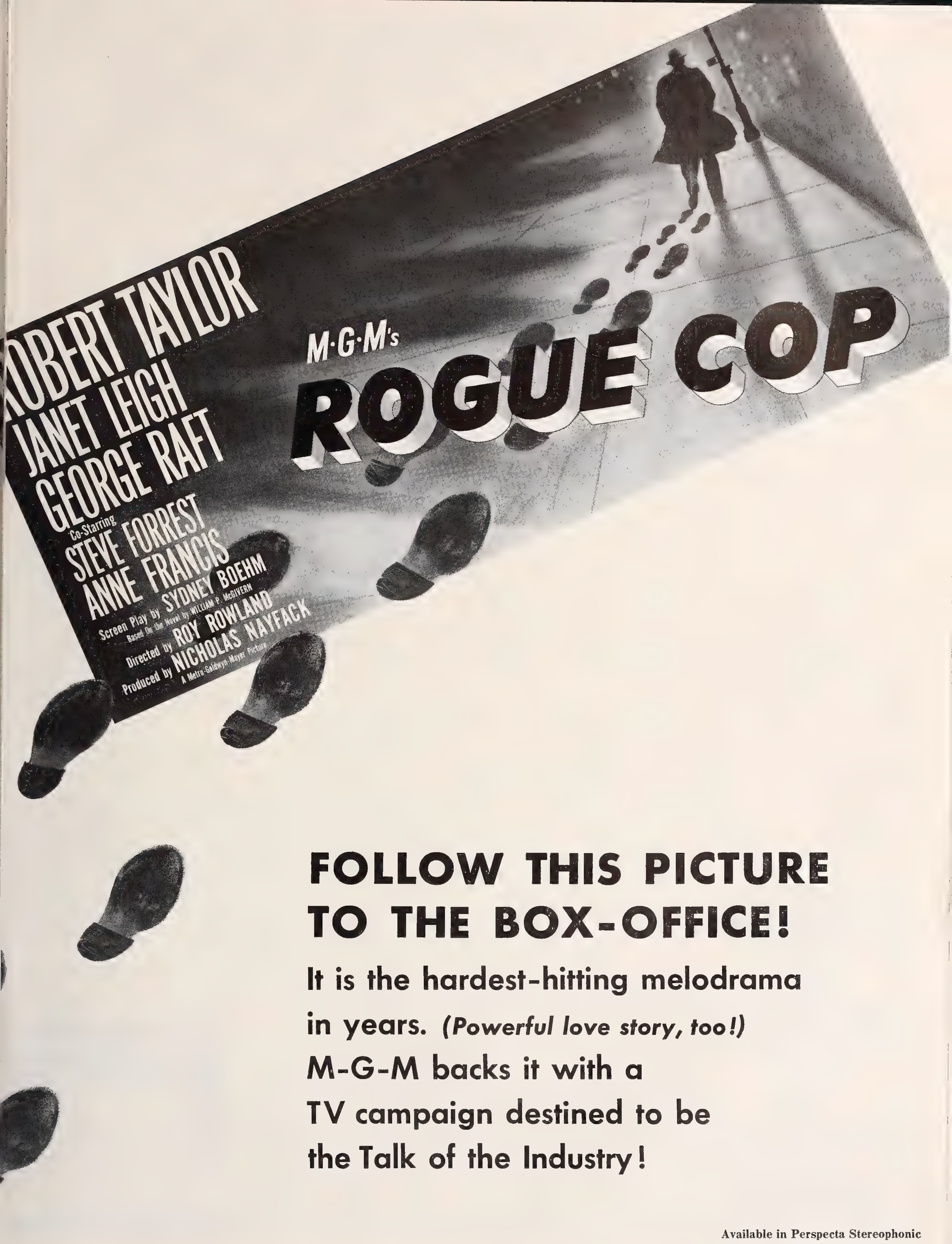
Feldman on Coast

HOLLYWOOD, Aug. 31.—Charles J. Feldman, vice-president and general manager of Universal-International, arrived here today from Tokyo, where he attended the company's Far Eastern sales conference. He will remain for several days at the studio before continuing to New York.

Broidy Off for Europe

Steve Broidy, president of Allied Artists, will leave here by plane today for Monte Carlo, where he will attend the annual sales convention of Associated British-Pathe. He will return in 10 days.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor. Published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager: Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street. Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.


OBERT TAYLOR
JANET LEIGH
GEORGE RAFT
Co-Starring
STEVE FORREST
ANNE FRANCIS
Screen Play by SYDNEY BOEHM
Based On the Novel by WILLIAM P. McGIVERN
Directed by ROY ROWLAND
Produced by NICHOLAS NAYFACK
A Metro-Goldwyn-Mayer Picture
M·G·M's
ROGUE COP

FOLLOW THIS PICTURE TO THE BOX-OFFICE!

It is the hardest-hitting melodrama in years. ***(Powerful love story, too!)*** **M-G-M backs it with a TV campaign destined to be the Talk of the Industry!**

Available in Perspecta Stereophonic
or Optical 1-Channel

News Roundup

Theatremen to See 'Bull'

Fifty-four leading exhibition executives of the New York area, representing 23 circuits and major theatres, have been invited by United Artists to attend today's screening of "Sitting Bull" in the Warner Brothers projection room. Among those expected to attend are Joseph Vogel, George Skouras, Harry Kalmine, Fred Schwartz, Sam and Harold Rinzler, Russell Downing, William Moclair, Eugene Picker, Sol Schwartz, Harry Brandt, Robert Shapiro, Spyros Skouras, Jr., Abe Fabian, Walter Reade, Jr., Donald Rugoff and Irving Dollinger, among others.

■

MGM Group to Rome

George Cukor, M-G-M director whose next assignment will be "Bhowani Junction," which will be filmed in Rome, will leave New York Sept. 12 for the Eternal City, to start preliminary work on the picture. Cukor's departure will follow by two days that of Gene Allen and George Huene, cameramen, and Mel Ballerino, M-G-M casting director.

■

'Duel' Openings This Week

David O. Selznick's "Duel in the Sun" will open today at the Mayfair Theatre here, tomorrow at the Knickerbocker, Nashville; Paramount, Atlanta, and United Artists, San Francisco, and on Friday at the Warners Downtown Wiltern, Hollywood. A large group of drive-ins and satellite dates will follow during the week of Sept. 15.

■

Dr. Terman to Ampex Board

Dr. Frederick E. Terman, Dean of School of Engineering, Stanford University, was elected to the board of directors of the Ampex Corp., manufacturer of magnetic recording equipment, at the annual stockholders' meeting held in Redwood City, Cal. He replaces Charles McSharry.

FLY B·O·A·C

The Monarch

ARISTOCRAT OF THE AIR

Direct

New York • London

BRITISH OVERSEAS AIRWAYS CORPORATION

Reservations through your travel agent or call B.O.A.C. at 342 Madison Ave., New York 17, N. Y., tel. MU 7-8900

Review

"Rogue Cop"

(M-G-M) *Hollywood, Aug.* 31

M-G-M's entry in the parade of pictures about policemen sports a trio of money names—Robert Taylor, Janet Leigh, George Raft—and tells a sordid story badly. It is a story about a crooked cop, in contrast to the steady flow of constructive films about honest police, and it contains items of business, particularly with regard to the treatment of women, both by the crooked cop and his racketeer bosses, that add nothing to the force of the story and subtract a good deal from its general desirability as entertainment. The names figure to give the picture a stronger pull, sight unseen, than is par for melodramas in kind, and the professional quality of the production is in its favor from the critics' point of view. But it's decidedly unpleasant stuff, unrelieved by humorous or other offsetting material, and totally unsuitable for the young.

"Rogue Cop" is from a serial story and novel by William P. McGivern which may have made a more useful point than Sydney Boehm got into his screenplay. The picture opens on a 'phone booth murder of a shifty citizen apparently engaged in collecting payment for a small packet of contraband that looks like dope (but of course couldn't be, in view of the PCA seal on the main title) and moves swiftly to the capture of the killer by the crooked cop (a detective sergeant, no less) and his honest brother, a harness bull. The genuinely dirty work begins a little later when a gangster played by Raft (back on the wrong side of the law again, incidentally) tells Taylor, the crooked cop, that he's got to persuade his brother, with $15,000, to pretend he can't identify the killer. Taylor tries, but the brother refuses, and gets killed for it. Then Taylor, who meanwhile has ignored all the efforts of everybody on the right side of the law to make him see the folly of his felonious ways and turn honest, goes after the murderer of his brother, animated by revenge to perform a duty he's accustomed to defaulting for pay, and bests him in a shootin' finish such as hasn't been seen since Bogart, Cagney and Robinson played gangsters. Nearly everybody's dead when it's over, but not the crooked cop. Looks, at the close, as though he'll live, although nothing in the script has provided a reason for his having become a crooked cop in the first place, nor an extenuation for anything crooked he does in the picture.

Miss Leigh plays a relatively uncomplimentary role in straight-away fashion, and Raft lives up to his oldtime racketeering portrayal. Steve Forrest is adequately honest-looking as the honest cop who gets knocked off, and there'll be a good deal of writing done about Anne Francis' enactment of a gangster's drunken mistress (the word is used in the dialogue), to whom the production apportions a liberal share of the running time.

Nicholas Nayfack produced the picture and Roy Rowland gave it the benefit of his extremely proficient direction. The veteran John Seitz' photographic wizardry makes it look better than it probably is.

Running time, 92 minutes. Adult audience classification. Release date October 8.

WILLIAM R. WEAVER

Italian Films

(*Continued from page* 1)

drawn out of the American market at this stage. He further indicated that the monies earned by IFE have been reinvested, thereby precluding remittances.

The IFE board member, who is one of Rome's leading exhibitors in addition to heading a film distributing company, arrived in this country with Dr. Giulio Andreotti, former Italian undersecretary of state, and Dr. Vinicio Delleani, general manager of Rome's Cinecitta Film Studios.

Gemini, in response to a question regarding Italian production, said that Italy is producing more than 140 pictures per year. Of these, he went on, there are 10 "very good" for the American market and 30 others which will be of interest to U. S. audiences.

Sees 1,000 'Scope Houses

In reference to new techniques, he forecast that there will be 1,000 CinemaScope equipped theatres in Italy by the end of the year in comparison to the estimated 100 now so equipped. He spoke enthusiastically about new media, including CinemaScope and VistaVision, but added that the last word on new techniques has not yet been had. Gemini added that in his opinion the story rather than the system is what makes a good picture.

Gemini, who is also honorary president of the Italian General Association of Show Business, said that he plans to be in New York about 10 days before returning to Italy.

Italy Permits

(*Continued from page* 1)

permits under the new Italian film pact from 189 to 190.

At the same time, the meeting allocated among member MPEA companies exclusive of United Artists and Allied Artists, 90 per cent of the total licenses, namely 171. Permits for United Artists and Allied Artists, it was explained, are dealt with individually as in former years. It was further agreed that the balance of 19 permits will be allocated not later than May 1, 1955.

In a spirit of cooperation, it was reported, RKO Radio yielded one permit while Universal pared down its claim for 26 permits. The procurement of one additional permit from the Italian government was negotiated in Rome by Eugene Van Dee, MPEA representative in Italy, for MPEA president Eric Johnston.

Compo Group

(*Continued from page* 1)

sible for the copy of the new series of 26 ads which COMPO will begin publishing shortly in "Editor & Publisher." They replace Harry Goldberg and Oscar Doob, who will continue as members of the main press relations committee, Coyne said.

Golden and Emerling will meet Sept. 8 in the COMPO offices here with representatives of the Monroe Greenthal Company, the advertising agency that will handle the second E. & P. series.

People

Oscar W. Wieggel has been named technical service supervisor in the Midwestern sales division of Eastman Kodak. In other appointments announced by **Theodore F. Pevear,** Kodak general sales manager, **Philip Sydney,** who has been a professional technical representative in the company's Northeastern sales division, has assumed new duties as manager of Kodak's professional sales studio, and **John T. Groet** has been named manager of the industrial studios in addition to his present duties as manager of the graphic arts studios.

□

Ava Gardner today will leave Santiago, Chile, for Buenos Aires, the mid-point on her two-week promotion tour through South America for her new film, "The Barefoot Contessa," in which she stars opposite Humphrey Bogart. Miss Gardner, who has already visited Lima, Peru, on her tour, will also call at Montevideo and Rio de Janeiro.

□

Herman King, of King Brothers, who recently toured the German free zone, Italy, Denmark, Norway, Sweden, France, England and Ireland, returned to New York yesterday on the "United States" accompanied by his mother and nephew, **Lawrence Segal,** who acted as official photographer for King Brothers at the Berlin Film Festival.

□

Edward Lurie, veteran exploitation man, has been added to the exploitation staff of United Artists by **Francis M. Winikus,** UA national director of advertising-publicity.

S-W, Fabian

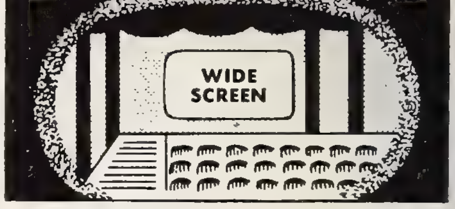
(*Continued from page* 1)

divestiture of a Johnston, Pa., theatre by Fabian.

A telegram received here on Monday stated that the Department of Justice had approved the leases to Wallen and Stowell. It was reported that both men, industry veterans, had paid cash and also agreed to pay a percentage of the weekly gross. The houses, accommodating 1,550 and 1,000 respectively, will continue to be first-runs.

Stanley Warner will have one theatre still operating in Troy, and Fabian is left with two in Albany, the 3,650-seat Palace and the smaller Leland.

"SHOWPLACE OF THE EAST"
FOR YOUR SCREENINGS



- Three Channel interlock projection
- 17½mm & 35mm tape interlock
- 16mm interlock projection

CUTTING & EDITING ROOMS AVAILABLE

MOVIELAB THEATRE SERVICE, INC.
619 W. 54th St., N. Y. 19, N. Y. • JUdson 6-0367

National Pre-Selling

No More Tears for Judy—

is the title of a story written by Hedda Hopper about Judy Garland, the dancing and singing star of "A Star Is Born," appearing in the September issue of "Woman's Home Companion." "A Star Is Born" will also benefit from a series of other breaks such as "Redbook's" August issue color cover and a two-page personality story. This issue of "Redbook" is virtually a sellout. "Seventeen" has a feature story and full-page layout; "Collier's" two-page story with color camera photos; "American Weekly" full color picture layout; "Pageant" four-page layout on Judy Garland; "Look" four-page picture story; "Vogue" full-page story with photos. Newspapers in key cities across the nation will carry many personality stories of Judy Garland and newsbreaks on the picture.

Judy Garland

•

"Life" in the current issue has a composite photograph on the two-page center spread showing "dum-du-dum-dum" Jack Webb as an actor, director, part-time writer and editor working on his Warner Bros. picture "Dragnet." "Life" reports: "'Dragnet is a tense, understated, run-through of a true-life crime, and like the TV shows, will probably be a howling success."

•

Paramount's "Sabrina" has been selected as the picture-of-the-month for September by "Coronet" magazine.

•

"Seventeen" has an interesting personality story of Edmund Purdom, star of "The Student Prince" and "The Egyptian," in the September issue. Three features: "The Vanishing Prairie," "Valley of the Kings" and "Hobson's Choice" receive laudatory reviews in the issue. Also in the September issue there is a striking ad on Paramount's "Sabrina" directed to the teen-age readership of "Seventeen."

•

"Redbook" selected MGM's "Brigadoon" as the Silver Cup Candidate for September. For the same issue Lloyd Shearer has written a very interesting personality story about Cyd Charisse, dancing star of "Brigadoon." Cyd is quoted as saying, "Never deflate your husband's ego." She is married to Tony Martin, who apparently has hit the marital jackpot.

•

"Cosmopolitan's" full color front cover for September is adorned by Pier Angeli, whose next picture will be "Two Girls from Bordeaux."

Louella Parsons selects in the same issue: "Valley of the Kings" as the best film of the month for September; "Sabrina," the best comedy; "The Vanishing Prairie," the best documentary, and "On the Waterfront," the best melodrama.

WALTER HAAS

Three Finished, 7 Planned, by Filmakers

(*Continued from page* 1)

erties are owned and ready for production, Young said that Filmakers would like to produce at least one of their future films in VistaVision and that overseas production is being considered.

No Outside Productions

"Our general plans do not include the release of outside productions," Young said. "Filmakers has released a few films in the past that other producers have given us," he said. Hal Chesters' "Crashout" is the only film at present which Filmakers is distributing, the producer said.

Levin, who has charge of all Filmakers distribution, stated that the exhibitor guarantee plan, under which all of the organization's product is distributed, is very successful.

Notification Via Trade Ads

Filmakers notifies exhibitors by trade ads that a property is available for booking prior to the start of the film's production, Levin said. "Our plan in contracting with an exhibitor even before a film is in production is two-fold—it is a means of financing the production and it helps feed product to the market," the executive said.

"If an exhibitor is interested in our properties after reading synopses of the stories he could contract for the product on a percentage basis," Levin said. Filmakers received over 2,000 requests from theatres throughout the U. S. for "Private Hell 36" and the company has contracted with about 1,000 exhibitors, "who liked our arrangements," he said.

120 Days to Pay

"We do not play favorites in awarding bookings. A circuit or an independent could get our commercial, highly exploitable product. If we enter into a contract with an exhibitor, a theatre has 120 days to pay for the film," Levin said as he explained the company's method of booking product and distribution. "Distribution of prints is handled in some cases by Filmakers and in certain territories by franchised dealers," he said.

Opening at Paramount Friday

Much credit to the Filmakers success is due to Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, who induced other major circuits about the U. S. to enter into agreements with us, Levin and Young stated. "Private Hell 36" is the first independent film to ever open at the Paramount Theatre here, we believe," the executives stated. The picture will have its world premiere at the Broadway showcase on Friday.

Levin cited some cities about the country, Yuma, Chicago, Salt Lake City and New York where exhibitors have contracted to play "Private Hell 36." "Balaban & Katz has assured us of playoff time in some of their first-run and subsequent-run houses," he said. The film has been booked in Salt Lake City in two situations, one of which is a drive-in, he said.

Levin said that "The Bigamist," the first Filmakers picture to be offered to exhibitors under their plan, has grossed some $700,000 during the past seven months and has had between 5,000 to 6,000 U. S. bookings. "We expect the film to gross $1,000,000 within the near future," he said. The Canadian distribution of "The Bigamist" is being handled by Columbia Pictures, he said.

Says Bankers Are Watching

Young, concluding the conference, revealed that the Chemical Bank & Trust Co. is keenly watching Filmakers due to its arrangements with exhibitors. "It seems that we may be establishing some innovation in banking," he said.

Balaban

(*Continued from page* 1)

H. Fabian, president of Stanley Warner Theatres, will be hosts at a special industry luncheon on Sept. 9 at the Astor to plan for all out participation. Announcement of the luncheon was made yesterday by Samuel Markle, New York attorney and chairman of the Barney Balaban Tribute Committee, and Al W. Schwalberg, vice-president of Paramount Film Distributing Corp., and co-chairman of the testimonial committee.

Besides Cohn and Fabian, other members of the tribute dinner cabinet include: Robert Benjamin, Harry Brandt, George F. Dembow, Emil Friedlander, Emanuel Frisch, William J. German, Leonard H. Goldenson, James R. Grainger, Harry Hershfield, Abe Lastfogel, Al Lichtman, Arthur L. Mayer, Joseph J. Newman, Louis Nizer, Charles L. O'Reilly, Walter Reade, Jr., Samuel Rinzler, Herman Robbins, Billy Rose, Samuel Rosen, Manie Sacks, Adolph Schimel, Fred J. Schwartz, George Skouras, Spyros P. Skouras, Solomon M. Strausberg, Michael Todd, Major Albert Warner and Herbert J. Yates.

Goal Set at $1,000,000

Markle, tribute chairman, told representatives of the trade press that the testimonial committee had set a goal of $1,000,000 in State of Israel Bond sales for the dinner. "This tribute," he continued, "will be a lasting tribute to Barney Balaban in that it will play a major role in helping Israel to develop her industry and agriculture and to strengthen her vital economic defenses."

Meanwhile, it was announced that messages of congratulations and greetings to Balaban have already arrived from President Ben-Zvi of Israel, Governor Dewey, Senators Lehman and Ives, Mayor Wagner and notables of the film, radio, TV and theatrical worlds.

Intermountain Meet Lauds CinemaScope

Praise for CinemaScope and its introduction by 20th Century-Fox is contained in a wire to Spyros Skouras, company president, from the Fox Intermountain Theatres convention in Denver.

The circuit, headed by Frank H. Ricketson, Jr., currently is celebrating its 25th anniversary and a conclave marking the event was held late last week.

The wire to Skouras read: "To you and your associates we send with all the force and enthusiasm at our command our appreciation for CinemaScope and the great array of Fox product presently making our box-offices hum. Without your courage, foresight and resourcefulness, our industry would have withered and died. We know this and so do our families and loved ones.

"Therefore, we have resolved to aggressively and imaginatively handle this superb flow of product in a manner that will demonstrate tangibly our gratitude and our responsibility to you and to 20th Century-Fox."

Distributors Deny Smalley Trust Charge

ALBANY, N. Y., Aug. 31.—General denials have been filed by defendant distributors in the $250,000 treble damage anti-trust suit brought by Smalley Theatres, Inc., and Smalley Norwich Theatre Corp. against Schine Chain Theatres, Inc., other Schine companies and distributors, involving the Smalley Norwich Theatre and Schine's Colonia in that city.

The Schine companies were granted another extension of time to file their reply to the complaint registered by attorney Leonard L. Rosenthal of Albany in U. S. District court at Utica on behalf of the Smalley theatre corporations.

Para. Meet

(*Continued from page* 1)

short subjects, Paramount News and special features, who this year is celebrating his 40th anniversary with the company, also will address the meeting.

Division managers in attendance will include Howard G. Minsky, Mid-East, Philadelphia; Buck Stoner, Central, Chicago; A. M. Kane, South Central, Dallas; George A. Smith, Western, Los Angeles, and Gordon Lightstone, Canada, Toronto. Assistant division managers who will attend are: John G. Moore, Eastern, Boston; Gordon Bradley, Southern, Atlanta, and H. Neal East, Western, Los Angeles.

Home Office Executives Expected

Also attending will be Hugh Owen, executive assistant to O'Shea; Sidney G. Deneau, sales assistant to O'Shea; Monroe R. Goodman, executive assistant to Schwalberg; Sid Blumenstock, advertising manager; Herb Steinberg, national exploitation manager, and Robert J. Rubin, assistant to Balaban.

It is expected that Balaban; Adolph Zukor, board chairman; Paul Raibourn, vice-president; Russell Holman, eastern production manager, and other home office executives will attend the luncheons to be held in conjunction with the meetings.

Zimmerman

(*Continued from page* 1)

bracing business policy, administration and production matters.

The directors of the company, which is to produce major motion pictures and attractions for the stage, also elected: William Lodermilk, treasurer; Dorothy Olney, assistant treasurer; Sam Levy, secretary; A. Frederic Leopold and Bernard Wolfman, assistant secretaries.

20th Century-Fox's

FREE

CINEMASCOPE

SHORT SUBJECT THAT REALLY SELLS AND EXPLAINS 4-TRACK HIGH FIDELITY MAGNETIC STEREOPHONIC SOUND

TITLED "THE MIRACLE OF STEREOPHONIC SOUND"

Now Available At Your 20th Exchange

FREE! 1 & 2 column slugs available! Write Exploitation Dep't., 20th Century-Fox, 444 W. 56 St., N.Y. 19, N.Y.

HUNDREDS OF EXHIBITORS ASKED FOR IT!

"I think it should be run in every theatre equipped for Stereophonic Sound and CinemaScope."

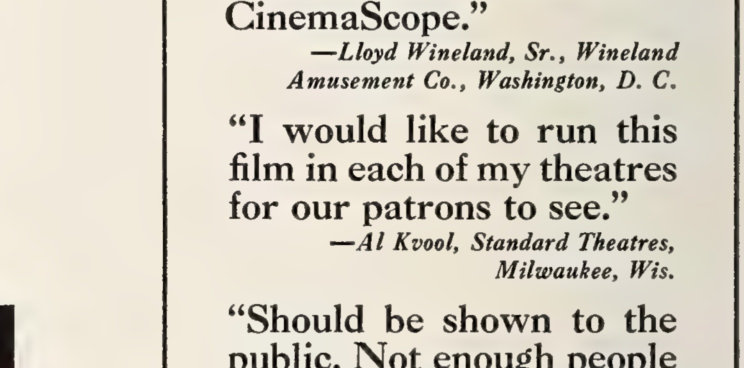
—Lloyd Wineland, Sr., Wineland Amusement Co., Washington, D. C.

"I would like to run this film in each of my theatres for our patrons to see."

—Al Kvool, Standard Theatres, Milwaukee, Wis.

"Should be shown to the public. Not enough people realize the improvement of sound."

—R. L. Stanger, Windsor, Windsor, Col.



IT'S FREE!

Date It Now!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 76. NO. 45 NEW YORK, U. S. A., THURSDAY, SEPTEMBER 2, 1954 TEN CENTS

First Meeting

Elect Reagan V-P of New Loew's Firm

Board Now Includes Melnicker, Rubin Also

Charles M. Reagan, general sales manager, was elected a vice-president of Loew's Inc. and a member of the board of directors at a meeting here yesterday, marking the first day of operation of Loew's, Inc. as a separate distribution-production company in accordance with the consent decree requiring the divorcement of its theatres.

The board, at the same time, elected company attorney Benjamin Melniker as a director. Reagan and Melniker replace Joseph R. Vogel and Leopold Friedman, who resigned as directors to head up the new theatre company.

Also elected a vice-president of Loew's Inc. was comptroller Jesse

(*Continued on page 6*)

$15,000,000 Loan for Col.

Columbia Pictures announced yesterday the completion of a new five-year term loan of $15,000,000 at 3¼ per cent, negotiated with Serge Semenenko, senior vice-president of the First National Bank of Boston.

The proceeds of the new loan will be used to pay off the existing 3½ per cent loan of $9,000,000. The balance of the funds will be used by Columbia to take care of its expanded production and distribution require-

(*Continued on page 6*)

See Settlement Of Eady Dispute

Special to The Daily

LONDON, Sept. 1.—Subject to the ratification of the Cinematographers Exhibitors Association at next Wednesday's general council meeting, the Eady dispute was settled at today's industry meeting.

The settlement took the form of increasing the levy of two shillings and seven pence per seat by one farthing

(*Continued on page 6*)

Allied Artists Groomed As New Source of Top Films

Broidy Says More Deals Like Wyler, Huston, Wilder Projects for Nine Features Coming; W. F. Rodgers to Be Distribution Consultant

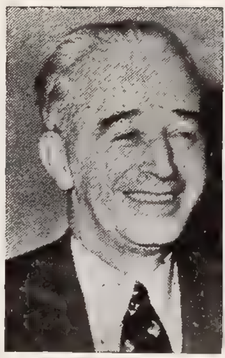
Continued expansion of the quality production program of Allied Artists, along the lines established with the company's William Wyler, John Huston and Billy Wilder deals, was forecast here yesterday by Steve Broidy, AA president.

In line with the expansion program, Broidy also announced AA's acquisition of the services of William F. Rodgers, former vice-president and director of Loew's Inc., now president of Amalgamated Pictures. Rodgers will act as a consultant and advisor on AA's distribution problems, Broidy said.

Speaking at a trade press luncheon here, Broidy voiced his conviction that AA's overall expansion program should be a "great contribution to the cries and complaints of exhibitor groups" for more quality pictures. He then went on to outline the specific projects of Wyler, Huston and Wilder.

Wyler's first production will star Gary Cooper in a picture to be made by Cooper's independent production company with AA acting as worldwide distributor. Huston, he continued, has concluded arrangements with Humphrey Bogart to star in "The Man Who Would Be King," based on Rudyard Kipling's story. Negotiations with two other top stars for the Huston production are scheduled to be concluded shortly, he went on, adding that Huston will start production on the picture about the first

(*Continued on page 6*)



W. F. Rodgers

Steve Broidy

Rodgers Sees Big Potential in A-A

The likelihood of Allied Artists expanding along the same lines as the "original" Metro-Goldwyn-Mayer was seen here yesterday by William F. Rodgers, whose appointment as distribution adviser and consultant for AA was announced yesterday.

Rodgers, speaking at an AA press luncheon, said the present production plans of AA were similar to those of L. B. Mayer in "the original days of M-G-M." Rodgers, at the same time made it clear that his as-

(*Continued on page 6*)

Balaban Sees New Upturn

The motion picture business "is on the threshold of a new upturn," Barney Balaban, president of Paramount Pictures, said yesterday in an address at the opening of a three-day sales conference at the home office.

Balaban said the present high industry prosperity and the even more auspicious days he sees ahead are wedded to Hollywood's new attitude that "everything will be added to a picture that will help make it a good picture."

Balaban said that among the factors that will keep Paramount's star rising are VistaVision, continued careful planning to make certain that each picture gets top consideration, the spending of money properly and wisely and continued close coordination between the sales and advertising-publicity departments.

"But most important to our good reputation," he added "is the fact that

(*Continued on page 3*)

Up Loew's Quarterly Dividend to 25 Cents

An increase in Loew's Inc., quarterly dividend from 20 to 25 cents was voted here yesterday by the Loew's board of directors, meeting on the first day of the separation of Loew's Theatres from the distribution-production company.

The dividend is payable Sept. 30 to stockholders of record Sept. 24.

Operations Resuming

New England Theatres Hit Hard By Tues. Hurricane

Theatres in the path of Hurricane Carol were severely hit, particularly in Providence, R. I., and Boston where the loss and inconvenience is said to have been greater than in any storm ever felt in New England and on Long Island.

All theatres in Providence, the Loew's RKO Albee and Comerford Circuit's Majestic, were reported yesterday by circuit officials as "recuperating from too much water and power failure."

John Murphy, Loew's vice-president, reported that the New England house, the only one in the circuit to have been damaged, closed its doors because of power failure in the city and flood waters which swept into the theatre.

Harry Mandel, national director of

(*Continued on page 3*)

Fox Foreign Gross To Gain $2,000,000

Twentieth Century-Fox's foreign gross at the end of 1954 will be about $2,000,000 higher than last year's $38,353,000 despite a sharp setback in the English market, Murray Silverstone, president of 20th-Fox International Corp., said yesterday at a trade press conference at the home office.

Silverstone, who has been abroad since June visiting in England, France, Germany, Israel, Greece and the Scandinavian nations on CinemaScope's progress, stated that "this year's foreign gross will set a record high which will be topped by tremendous business foreseen for 1955."

Income for 20th-Fox in England

(*Continued on page 3*)

Personal Mention

JAMES A. MULVEY, president of Samuel Goldwyn Productions, is expected to return to New York over the weekend from the Coast.

•

Tom O'Brien, M. P., general secretary of the National Association of Theatrical and Kine Employees, left here for England yesterday via B.O.A.C. Monarch.

•

Lew Schreiber, executive manager of the 20th Century-Fox studios, and Mrs. Schreiber, left here yesterday aboard the "Ile de France" for England.

•

Albert E. Sindlinger, president of Sindlinger & Co., analysts, has left Ridley Park, Pa., for Lake of the Ozarks, Mo.

•

John C. Flinn, Allied Artists advertising-publicity manager, is scheduled to leave here for the Coast today.

•

Merrill Ballerino, casting director for M-G-M, left New York yesterday for London by B.O.A.C. Monarch.

•

Will J. Conner, executive vice-president of Hamrick Theatres, Seattle, is in Portland, Ore., from there.

•

Maurice Bergman, Universal Eastern studio representative, is back in New York from a European trip.

•

Elizabeth Taylor left here yesterday for London via B.O.A.C.

•

Martha Hyer, featured player in "Sabrina," will arrive here next Monday from Hollywood.

Coast Bank Sues on 'Joan of Arc' Loan

HOLLYWOOD, Sept. 1. — The Security First National Bank has filed foreclosure action in Superior Court against "Joan of Arc," produced by Walter Wanger with Ingrid Bergman as star and released by RKO Radio in 1947, charging $1,463,000 unpaid on a $3,487,000 loan made to Sierra Pictures, under whose banner the film was made. The bank seeks all rights to the film. It named as defendants persons having an interest in picture, including RKO, Wanger and Miss Bergman, Sierra, Pathe Industries, First National Bank of Boston, Maxwell Anderson, David O. Selznick, Consolidated Film Industries and DeLuxe Laboratories.

Canada Industry Deaths

OTTAWA, Sept. 1.—Two industry members of this city have died. Cornelius Joseph O'Connell, 52, manager of the Eastview Theatre, dropped dead while attending the Central Canada Exhibition there.

James P. Doyle, 77, a charter mem- of Ottawa Local No. 95, IATSE, died after a short illness. He had worked at many theatres until a few years ago.

TOA Welcomes DCA's Arrival

Congratulations and encouragement on behalf of Theatre Owners of America to the newly-formed Distribution Corporation of America was offered here yesterday by Walter Reade, Jr., president of TOA.

In a letter addressed to DCA president Fred J. Schwartz, Reade spoke of the "shortage" of product and DCA's plans which would ease the situation. Continued Reade: "I wish to assure you personally of every bit of cooperation and to advise you that the general membership of the Theatre Owners of America are anxious to be helpful and to encourage you in the kind of productions you have announced."

Meanwhile, it was announced that Schwartz left for Hollywood yesterday to aid in the negotiations for the stars of "The Survivors," a DCA planned release.

Costa Winner of S-W 'Fabian' Contest

NEWARK, N. J., Sept. 1.—Frank Costa, manager of the Warner Theatre in Ridgewood, N. J., was selected as the first prize winner for the month of July in the "Fabian's Fabulous Forty" national manager's contest, it was announced here yesterday by Stanley Warner's New Jersey manager Frank J. Damis.

Among Costa's special promotional activities was included home air-conditioners awarded to patrons, country store nights, free ice cream for the kiddies each week and a local art exhibit in the lobby.

Second and third prizes were awarded to Al Barilla and Adolph Finkelstein, respectively. Equal awards for fourth, fifth and sixth place were shared by managers Fred Dressel, Capitol, Newark; Andy Garofalo, Royal, Bloomfield; and Bernie Silverman, Branford, Newark.

'High' Take Is $2,041 On Stormy First Day

Despite the hurricane which lashed New York and the East generally on Monday evening, "High and Dry," the J. Arthur Rank comedy, grossed $2,041 at its American premiere at the Sutton Theatre here. Universal Pictures, the distributor, reports this as an opening day's record for the house. The premiere was held as a benefit for the Caledonian Hospital of Brooklyn.

"High and Dry" stars Paul Douglas with an otherwise all-English cast.

Nassours to Produce Feature in Yugoslavia

HOLLYWOOD, Sept. 1.—William and Edward Nassour, producers, have completed arrangements for the production in Zagreb, Yugoslavia, of a feature, "Lum and Abner Abroad," and three pilot telefilms starring Norris Goff and Chester Lauck, (veteran radio team. James V. Kern will direct both feature and telefilms, using the facilities of Jadran Films, Yugoslav company, starting Sept. 10.

'The Animal World' To Start at WB Now

HOLLYWOOD, Sept. 1. — With the return of Irwin Allen from New York today, the producer and his Windsor Productions Co. will move to Warner Bros. studios tomorrow to begin production of "The Animal World," to be presented by Warners.

In New York, Allen met with Ben Kalmenson and Mort Blumenstock, Warner Bros. vice-presidents in charge of distribution and of advertising and publicity, respectively, to map advance sales and exploitation plans for the production. The unique approach to pre-selling will result, Allen said, in the production being shaped to a great extent to the policies arrived at during the New York meeting.

"The Animal World" will be filmed in all parts of the globe. A feature length, documentary production, scheduled for wide-screen filming in color, it will trace the development of animal life from the time of creation to the world of today. Naturalist photographers throughout the world will shoot footage for the picture.

Allen, who last year won an Academy Award for writing and producing "The Sea Around Us," has been preparing "The Animal World" for the past 10 months.

Detroit Peeps at 'Naked' Premiere

DETROIT, Sept. 1. — "Naked Alibi," new U-I film starring Sterling Hayden and Gloria Grahame, will have its world premiere at the Broadway-Capitol Theatre here tomorrow, launching more than 50 pre-release openings in the Detroit territory.

A feature of the territorial saturation promotion campaign has been the participation of Peggy Burke, stand-in for Gloria Grahame, who had been in Detroit for several days for television and radio appearances and for participation in a series of promotional events including a Gloria Grahame look-alike contest sponsored by television station WXYZ-TV. Miss Burke is currently visiting a series of Butterfield Circuit towns to aid in their promotional campaigns on "Naked Alibi."

The premiere and territorial pre-release has been backed by Universal with an integrated television, radio and newspaper advertising campaign.

Many Prizes Donated For Film Golf Event

Cups, trophies and prizes, donated by industry organizations, will be awarded to winners of the entertainment industry golf tournament sponsored by the New York Variety Club at Vernon Hills Country Club, Tuckahoe, N. Y., Sept. 16.

Among the companies which have donated awards are: William German, Inc.; Paramount Pictures; Universal Pictures; United Artists; Coca Cola; Broadcast Music, Inc.; National Screen Service; Film Daily; Randforce Theatres; Radio & Television Daily; Warner Brothers, and Unity Films.

O'Brien and Walsh Reach Agreement

Complete understanding in regard to labor union problems involved in future production of films in Great Britain for television and motion picture theatre use in America has been reached here following two days of conferences between IATSE president Richard Walsh, and Tom O'Brien, general secretary of the National Association of Theatrical and Kine Employes, O'Brien stated here yesterday prior to his departure for England.

"Walsh and I have reached an agreement in principle on the film production problems," O'Brien said. The IATSE head will leave for Los Angeles "within a fortnight" to inform the Hollywood Film Council of the progress made in the talks and later on in the month he will go to England to meet with British labor officials, O'Brien said.

Sees 'Difficulties Over'

The immediate difficulties concerning television and feature film production problems are "over and removed," the British labor executive stated.

"My talks with Walsh were highly satisfactory and we both agreed that some sort of an international labor council between Great Britain and America should be formulated to handle future problems on an individual basis, O'Brien said.

Great Britain and America have two choices in this matter—to reach agreement on a voluntary basis where mutual problems could be discussed or have the individual governments step in and impose conditions and regulations, O'Brien stated. Future discussions on this matter will take place when Walsh meets with English labor officials, he said.

Expects 2-Way Pact

Some practical pact concerning the present problems will be worked out, O'Brien said, prior to the beginning of commercial television in Great Britain next year. The agreement will work both ways—U.S. produced films will be presented on British television and British produced films will continue to be exhibited here in the U.S., he said.

National Openings Set for 'Suddenly'

A coast-to-coast kick-off for "Suddenly," which stars Frank Sinatra, will get under way this month with key territorial premieres beginning Sept. 16, it was announced yesterday by William J. Heineman, vice-president in charge of distribution for United Artists.

The Robert Bassler production will open Sept. 16 at Loew's State, Cleveland, and Loew's theatres in Houston and Syracuse, followed the next day by openings at the Wisconsin Theatre, Milwaukee, and Loew's, Rochester, N. Y. There will be openings Sept. 23 at the Circle, Indianapolis, and Sept. 29 at the Fox, Phoenix, Ariz.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor. Published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager: Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Fox Foreign

(Continued from page 1)

this year will be lower than the 1953 income mainly because of the small number of theatres equipped for CinemaScope and stereophonic sound, Silverstone said. "However, the 12-month period beginning with November should increase company earnings by 33⅓ per cent because a vast percentage of 600 orders on hand for CinemaScope equipment will be filled," he said. As of last week, 575 theatres, including the J. Arthur Rank circuit, were equipped for CinemaScope.

CinemaScope equipment is slowly being delivered to English exhibitors by Western Electric, whose basic projection equipment is in use in the majority of British theatres, Silverstone said. "Once all orders are filled, 20th-Fox will have its biggest income from England since 1947," he predicted.

Acquiring British Theatres

Silverstone revealed that 20th-Fox is taking over the operation of a number of theatres throughout Great Britain so that its product would have better distribution. At present the company jointly operates with independent first-run exhibitors six houses in key towns throughout Great Britain and four houses in London alone, he said.

English theatremen do not give a picture a chance, Silverstone said. A film may be booked in a community for one or two weeks and then it is shelved, Silverstone said. "There is no word-of-mouth advertising on a film," he said, "so the company feels that by taking over theatres we could receive the grosses that are due."

The 20th-Fox executive revealed that theatres have been acquired in Manchester, Sheffield, London and Edinburgh and that only one house has been built since the end of World War II.

Silverstone explained that with the rapid expansion in the Middle East, 20th-Fox will build 10 theatres seating from 1,500 to 3,500 patrons. The company is to build three theatres in Israel, two in Turkey, two in Egypt, one in Cyprus, and two in Greece, he said. The international organization already operates three houses in India, he said.

Two Will Start Next Month

Two new houses, in Tel Aviv and in Istanbul will open in October with "The Robe," he said.

Commenting on the newsreel business, Silverstone said that 400 prints weekly are utilized in the French market and that newsreels are viewed in the Far East by 100,000,000 weekly. "We are making money on newsreels overseas," he said.

Silverstone stated that while in England, he conducted some research on the producer's earnings of British films. "In a three-year period, 1950 to 1953, 202 attractions earned £10,175,000 domestically and £5,026,000 overseas. The average income for a British film in the overseas market was £24,881," Silverstone said.

'3 Dark Streets' Opening

"Down Three Dark Streets," starring Broderick Crawford and Ruth Roman, will have its New York premiere at the Palace Theatre tomorrow. United Artists is releasing the Edward Small presentation.

Expects 25 CinemaScope Features in Europe by '55

A minimum of 25 CinemaScope productions will be made during the coming year by independent European producers, Joseph H. Moskowitz, 20th Century-Fox vice-president and Eastern studio representative, stated here yesterday following his return from a five-week visit on the Continent.

European producers have expressed tremendous interest in CinemaScope and most of the aggressive ones wish to produce films for local and world consumption, Moskowitz stated. "However, even though more and more films are being produced in Europe each year, there is a definite lack of story material, especially in Germany," the 20th-Fox executive said.

Moskowitz said that many producers want to utilize CinemaScope for local productions due to the increasing installation of CinemaScope equipment in theatres throughout England, France and Germany. "As more and more theatres are equipped for the medium, more producers are coming to 20th-Fox seeking CinemaScope franchises," he said.

In some instances, if a subject and conditions are right, 20th-Fox will become financially interested in the production, Moskowitz stated.

At present 20th-Fox is financially interested, in part, in six films which independent producers are preparing in CinemaScope for exhibition. They are: "The Black Knight," "Long John Silver," which the company will distribute world-wide; "That Lady," for 20th-Fox release, "River Platte," a temporary title for a Cal Pressburger story, and an untitled story which Yves Allegrate will direct in CinemaScope in Morocco. The studio is also associated in a French production, "Fortune Carrie," but has not invested in it, he said.

20th-Fox to Mark 'Scope Anniversary

Twentieth Century-Fox will celebrate the first anniversary of CinemaScope's introduction with a series of special events and an advertising and publicity campaign which is to begin on or about Sept. 16.

Balaban

(Continued from page 1)

we have good product. A good reputation and good product are inseparable in this industry."

The three-day conference to be devoted principally to VistaVision and Irving Berlin's "White Christmas," the first picture in the new production and screen presentation process, was described at its opening as "the most important meeting in the history of our organization" by A. W. Schwalberg, president of Paramount Film Distributing Corp.

Sees Bright Future

Balaban, reminding the meeting of the enthusiasm and praise with which the industry and press greeted the recent first showing on the Coast of "White Christmas," said the future holds even greater VistaVision achievements. "Paramount," he said, "will go ahead with the production of top-flight pictures and will get the best producers, directors and actors for every picture."

Balaban said that "when a picture does business, you can be certain that there is a lot of effort and added show ideas behind that picture." He cited as an example "Living It Up," and said that the extra production quality in the Dean Martin-Jerry Lewis picture represents the addition of many costly elements over what was spent on previous individual Martin and Lewis pictures.

Top Executives Attend

Among the executives present at the first day's sessions were Adolph Zukor, chairman of the board; Paul Raibourn, vice-president; E. K. (Ted) O'Shea, vice-president of Paramount Film Distributing Corp.; Jerry Pickman, vice-president in charge of advertising-publicity-exploitation; Russell Holman, Eastern production manager, and others. The company's division managers and assistant division managers are here from all sections of the country for the conference which will also discuss other major productions in addition to "White Christmas," to which two days will be devoted.

Hurricane

(Continued from page 1)

advertising and publicity for RKO Theatres, reported that the circuit's houses in Providence and Boston had to close during the day of the storm but were operating normally yesterday. RKO Theatres' Strand and Columbia in Far Rockaway, L. I., had to close down for a while due to the storm, but reopened, he said.

Four Century Houses Close

Four theatres of the Century Circuit, located on Long Island, had to close down due to lack of power. The theatres are the Huntington, Shore, Allen and Baldwin.

Associated Prudential Circuit, with many theatres on the storm-swept portion of Long Island, reported that at least 21 of its theatres were hit, with damages varying from power failure to flood.

It was too early to assess the extent of the damage in dollars and cents at this stage, a spokesman said. Practically all of the 21 Prudential houses were not operating on Tuesday but some were able to put on a show during the evening, the circuit official said.

Drive-ins Hardest Hit

More than half of the drive-in theatres in Massachusetts were closed because of lack of power caused by the hurricane which in some cases blew down screens, fences and signs.

The hardest hit was the Weymouth Drive-in, an American Theatres house, which was so badly damaged that it is expected to be closed for the remainder of the season. Drive-ins, located in exposed positions, were hardest hit and some will be closed for days. Film deliveries were reported going through and no closings were known to have been caused by failure to get a show.

People

Cresson E. Smith, general sales manager of Louis De Rochemont Associates, who has just returned from an extensive European trip and several months in California, is preparing a statement outlining future plans of the organization. The company recently acquired by subcontract from Rodgers and Hammerstein the large Times Square advertising sign at 45th Street and Broadway for a minimum period running through Nov. 1.

◆

Arch H. Jolley, secretary of the Motion Picture Theatres Association of Ontario, has resumed his speaking tours in behalf of the film industry. He was guest speaker this week at the Rotary Club dinner at Aurora, Ont.

◆

Danny Kaye will arrive in New York over the Labor Day weekend for a series of special interviews keyed to VistaVision and Paramount's first musical in that medium, "White Christmas," in which Kaye is starred with **Bing Crosby, Rosemary Clooney** and **Vera-Ellen.**

◆

Joseph Di Pietro, editorial associate of the "Ladies Home Journal," is aboard the "Ile de France" bound for Europe.

◆

Leonard Spinrad, film industry consultant of this city, has been named American representative for two of India's leading news, commercial and documentary motion picture producers: Rane Film Field and Eastern Movies. The companies are offering their service to American firms doing business in India.

Use Radio Campaign On 'Duel' Date Here

Radio spot saturation over a 48-hour period on stations WNEW, WINS, WMCA, WMGM and WNBC here aided the New York campaign for David O. Selznick's "Duel in the Sun," which opened at the Mayfair Theatre yesterday.

Beginning at 7 A.M. Tuesday, every available spot was purchased on the five stations on a "play-as-available" basis, ultimately amounting to over 300 spots within the 48-hour period.

In other key cities the campaigns have relied heavily on TV, using 12 16mm. trailers produced by Terry Turner and Don Thompson. However, those campaigns were rigged toward a multiple day-and-date opening of the film, while in New York it opened solely at the Mayfair, the TV cost running too high for a single theatre.

Jeffers vs. SEG Suit Given to Coast Jury

HOLLYWOOD, Sept. 1.—A jury in Superior Judge Allen Ashburn's court today retired to consider their verdict in $200,000 libel suit brought against the Screen Extras Guild by a former member, Michael D. Jeffers, after hearing eight weeks of testimony by prominent industry figures.

NEW YORK

FIFTH WEEK "TERRIFIC, AMAZING"

—says Variety

LOS ANGELES

"WHOPPING! SMASH!"

—says Variety

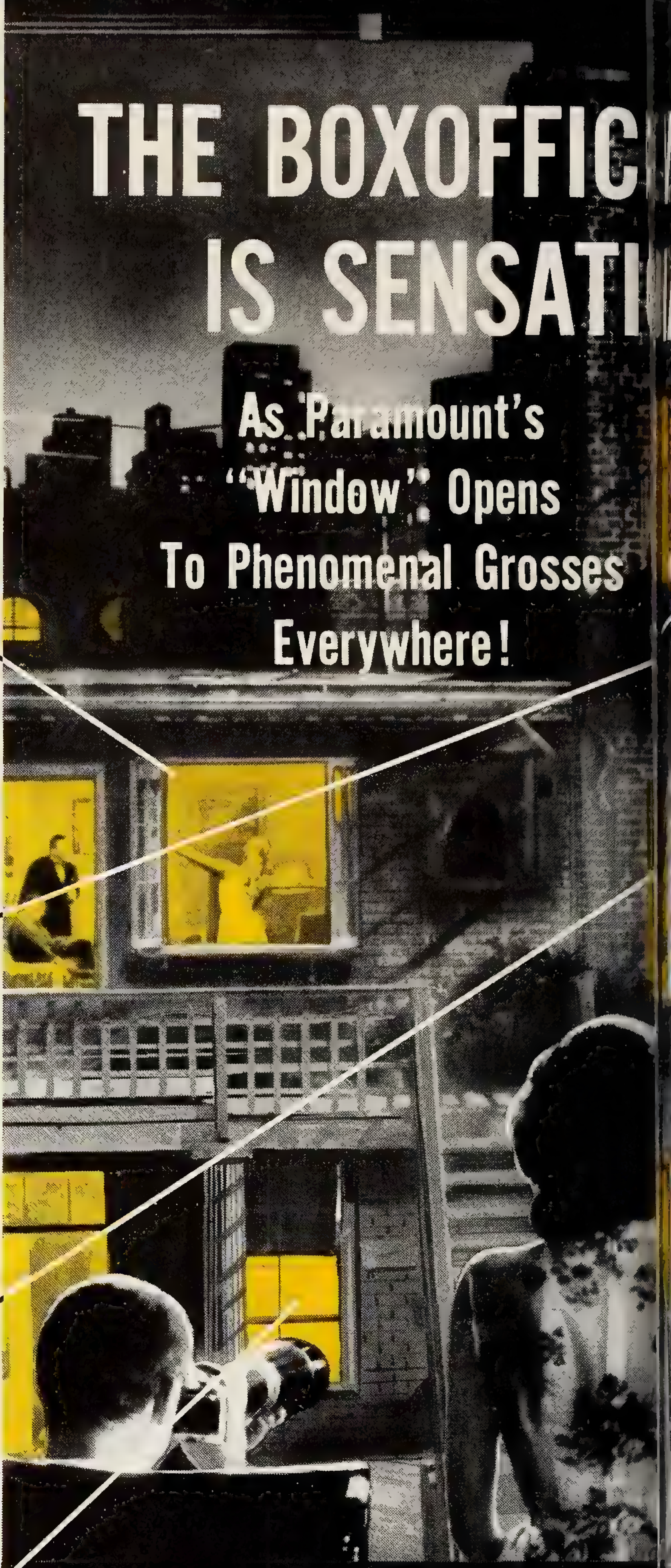
PHILADELPHIA

"Has Broken House Highs Every Day!"

—says Variety

ALBANY

50% OVER FABULOUS "SHANE"



THE BOXOFFIC
IS SENSATI

As Paramount's
"Window" Opens
To Phenomenal Grosses
Everywhere!

JAMES

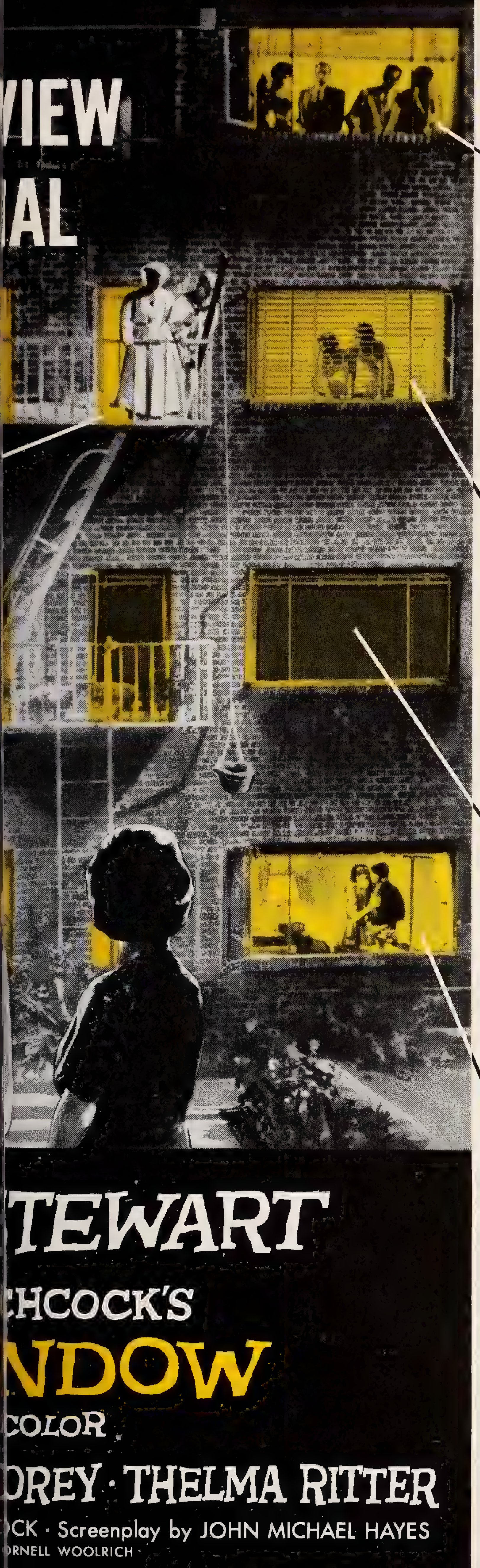
ALFRED

REAR

Color by TEC

GRACE KELLY · WENDE

with RAYMOND BURR · Directed by ALFRED HI
BASED ON THE SHORT ST


VIEW
AL
TEWART
CHCOCK'S
NDOW
COLOR
OREY · THELMA RITTER
CK · Screenplay by JOHN MICHAEL HAYES
RNELL WOOLRICH

ATLANTIC CITY

PARAMOUNT'S BIGGEST SUMMER GROSSER

SYRACUSE AND UTICA

TOP BOXOFFICE PERFORMANCE

FALL RIVER, GLEN FALLS REPORT

SPECTACULAR Evidence Of Small-Town APPEAL!

SET YOUR DATE FOR "HITCHCOCK'S BEST!"

Thru September and October, every local engagement will coordinate with perfect timing to the barrage of nationwide promotion thru the high-powered, all-media selling in one of the greatest campaigns from

PARAMOUNT

Allied Artists

(*Continued from page* 1)

of the year following his completion of "Moby Dick."

Wilder's first picture for AA will be "Ariane," based on the Claude Anet love story, Broidy stated. Preparations for "Ariane" will get underway as soon as Wilder completes his current assignment "The Seven Year Itch" for 20th Century-Fox.

All told, Broidy said, the three producer-directors have contracted to make nine pictures, three each, for AA. The company president, at this point, disclosed that AA has concluded negotiations with other producer-directors of similar caliber for product. These plans, he explained, will be announced with the signing of contracts, which, he added, is expected to take place soon.

AA's production line-up for 1955, Broidy said, is 34 pictures. This line-up, he went on, includes AA's regular feature program, in addition to the pictures produced under special deals.

With the exception of Wyler's first production, the remaining eight pictures of the three producers are financed 100 per cent by AA, Broidy stated in response to a question. The AA president added, however, that under new deals some may be financed wholly or partially by AA and in addition, Broidy stated, there may be participation deals with stars.

Broidy said his company believes, with others, that the current accent in the exhibition market is on top-budgeted quality pictures, but nevertheless, in his opinion there is no reason to believe that other than big pictures will not endure. He said the market has changed and will continue to change.

Leaves for Europe

Allied Artists, Broidy continued, recognized the change 18 months ago, sensing that if it continues to confine its output to its regular type of product, that product would not endure. For this reason, he explained, AA made the "jump" to top-level quality production, seeing the grossing impact of big pictures on the box-office.

Other AA executives who attended the meeting were G. Ralph Branton, Walter Mirisch, Morey Goldstein, Edward Morey, Harry Goldstein and John C. Flinn. Broidy left for Europe by plane shortly following the press conference.

Denies Dismissal Of Cusick Suit

Federal Judge Walsh here has denied a motion for dismissal of a damage suit by Chesapeake Industries for $30,000 against Cusick International Films, Inc.

The motion for dismissal on a summary judgment was made by Cusick International and other defendants. The suit involves two Cusick films, "Long Dark Hall" and "Pardon My French."

ALWAYS GOOD! ALWAYS ON TIME!
FILMACK FOR BETTER SPECIAL TRAILERS
630 Ninth Ave. New York, N.Y.
1327 S Wabash Chicago 5, Ill.

Reviews

"Down Three Dark Streets"

(Edward Small-United Artists)

DEVOTEES of mystery and suspense films will be well pleased with this Edward Small production starring Broderick Crawford and Ruth Roman. Based on the novel "Case File, F.B.I.," "Down Three Dark Streets" is well produced and directed and should be wholly suitable for a single feature program or at the top of a double bill. It is readily exploitable and will stand up to good advertising claims.

As the story gets underway, a special F.B.I. agent, working on three separate cases, is killed. Crawford, a team-mate, takes over. It seems the answer to the murder lies somewhere in the maze of three cases the agent was working on.

The first case in the screenplay by the Gordons and Bernard C. Schoenfeld concerns the search for a gangster and killer, one of the F.B.I.'s "10 most wanted men." The second revolves around an auto theft ring and the third case is an attempted extortion. Thus Crawford starts methodically on case one and soon removes it as the answer to his quest. The same goes for number two. Remaining to be solved is the extortion-kidnap case. Crawford goes about tracking down the culprit. The extortionist has arranged a rendezvous with Miss Roman who is to turn over to him the ransom money she has collected as insurance after her husband was killed in an auto accident.

The bristling climax sees a trap set and the killer captured. Arthur Gardner and Jules V. Levy produced while the direction by Arnold Laven is striking. Lending to the effect of the story are strong background details.

Running time, 84 minutes. General audience classification. Release, in August.

"Shield for Murder"

(Schenck-Koch—United Artists)

"SHIELD FOR MURDER" is another addition to the rapidly accumulating current supply of films about policemen who end up breaking instead of enforcing the law. This Aubrey Schenck production, directed by Edmond O'Brien and Howard W. Koch, rates well with those in the same story category being offered to theatre owners.

It is packed with suspense from start to finish; filled with breath-taking action and startling violence. It's a thoroughly professional job, well handled and well presented.

Co-director O'Brien stars as the hardened police detective, caught in his own trap on his first transgression. Supporting him are John Agar, as another detective and O'Brien's protege, and pretty Marla English, here making her film debut as O'Brien's sweetly ineffectual fiancee. Filling out the cast are a host of excellent character actors who bring into sharp focus such varied types as policemen, barflies, petty thieves and gun molls.

O'Brien's trouble starts when he knocks off a small-time bookie carrying $25,000 to a big client. It first appears that the dead man was killed in the line of duty but when the client lets it be known that he knows the bookie was carrying so much lettuce, suspicions are aroused. Wanting to beat down the rumors about his friend, Agar starts checking the case, and eventually and unhappily establishes O'Brien's guilt. The climax is a hair-raising chase through the night streets of Los Angeles with the paranoiac killer finally mowed down by his buddies' guns.

Such does not quite do justice to the picture. The directors have utilized big city backgrounds for excellent effect and staged one gun battle in an indoor swimming pool that's a real thriller.

Prominent in the supporting cast are Carolyn Jones, as a mixed-up martini drinker, and Emile Meyer, as the laconic detective chief. Fine performances are given by the entire cast.

Running time, 80 minutes. General audience classification. Release date, not set.

Rodgers Sees

(*Continued from page* 1)

sociation with AA will in no way influence his functioning as president of Amalgamated Pictures. He said, however, he would undertake no other distribution advisory work.

AA president Steve Broidy, in making the announcement of Rodgers' appointment, stressed his company's realization of its new responsibilities. In order to better meet the challenge, Broidy continued, the services of Rodgers, a former general sales manager for M-G-M, were retained.

Rodgers, the AA president continued, "will coordinate with Morey Goldstein, our vice-president and general sales manager, on all matters of sales policy. I know that exhibitors everywhere will warmly and sincerely share our enthusiasm in our good fortune in having acquired the services of this important executive."

Rodgers paid warm tribute to Goldstein whom he recalled he had been associated with previously.

Eady Dispute

(*Continued from page* 1)

and on all seats from two shillings and eight pence upwards by one halfpenny.

The long-drawn out Eady dispute, the subject of today's meeting of Britain's four trade associations, arose out of the producers' demands for a larger share in the Eady pool.

The proposed increased levy, it was learned, is payable for the next three years.

Following today's conference, the producers association ratified the agreement, with CEA ratification virtually assured.

Acquires Ontario House

TORONTO, Sept. 1.—The Plaza Theatre, Tilbury, one of several houses operated by Harland Rankin in Western Ontario, has been acquired by Fred J. Campbell of Tilbury. The Plaza has been closed for some weeks. Rankin has retired from the theatre business.

Elect Reagan

(*Continued from page* 1)

Thurston Mills. In addition, Irving H. Greenfield was elected secretary, succeeding Friedman, and Marvin Atlas, assistant secretary, replacing Greenfield.

J. Robert Rubin, who resigned as vice-president, continues on the board of directors. All other officers, led by president Nicholas M. Schenck, remain unchanged.

Other officers are: vice-presidents, Dore Schary, Edgar J. Mannix, Howard Dietz, Charles C. Moskowitz, who also is treasurer, Benjamin Thau, Marvin Schenck, Louis K. Sydney, Joseph J. Cohen; comptroller and assistant treasurer, Jessie T. Mills; assistant secretary Nicholas Nayfack, and assistant treasurers Dolph Schadler and Charles H. Phelan.

Eleven on Directorate

The board is composed of the following: George A. Brownell, G. Rolland Colling, Dietz, F. Joseph Hollaran, Eugene W. Leake, Melnicker, Reagan, Moskowitz, William A. Parker, Rubin and Schenck.

The divorcement of Loew's into separate distribution-production and exhibition companies represents the last divorcement under the Paramount consent decree, inaugurated in December, 1949 with the reorganization of Paramount which was the first to complete divorcement. Other companies which have completed divorcement are RKO Radio, 20th Century-Fox and Warner Bros.

Col. Loan

(*Continued from page* 1)

ments and for additional working capital, the company said.

The banks involved in the term deal are The First National Bank of Boston, Bank of America National Trust and Savings Association, Bank of the Manhattan Company and Bankers Trust Company.

Dividends Set by FPC And Marcus Loew's

TORONTO, Sept. 1. — Famous Players Canadian Corp. has declared a dividend for the third quarter of 1954 of 37½ cents, equal to the annual rate of $1.50, on the common, payable Sept. 24 to stockholders of record Sept. 9.

Marcus Loew's Theatres Ltd., Toronto, announced the regular $1 quarterly dividend payable Sept. 30, to holders of record Sept. 10.

Report UATC to Buy Loew's State, L.A.

HOLLYWOOD, Sept. 1. — A deal by which United Artists Theatres Circuit would acquire from Loew's the Los Angeles Loew's State Theatre and office building is reported close to consummation. Purchase price is said to be $2,500,000.

The State has been operated by UATC under lease from Loew's since Dec. 1, 1949, when Fox West Coast turned it back to the owner in the breakup resulting from the consent decree.

You Are Cordially Invited to Join

B'nai B'rith

in honoring

BARNEY BALABAN

for 35 years of dedicated service to
B'nai B'rith and to his fellow man

At a Testimonial Dinner

SUNDAY, SEPTEMBER 26, 1954, AT 6:30 P. M.

WALDORF-ASTORIA HOTEL

Participation by Purchase of $1,000 in
State of Israel Development Bonds

The Metropolitan Council of B'nai B'rith takes pride in sponsoring this tribute to Barney Balaban — in recognition of a life of selfless service dedicated to the welfare of his country, his fellow man and the State of Israel. Not only as President of Paramount Pictures, but as an outstanding figure for years in the motion picture world and as a driving force in advancing democracy for the benefit of all mankind, Barney Balaban has combined the highest traditions of American life and the loftiest humanitarian principles. In this, as in his devotion to Judaism and his inspired effort to build and strengthen the State of Israel, he has nobly and consistently put into practice the historic aims and the cherished ideals to which B'nai B'rith is dedicated.

For Reservations
Write

SAMUEL MARKLE, Chairman
METROPOLITAN COUNCIL, B'NAI B'RITH
20 West 40th Street **New York 18, N. Y.**

Drawing the teeth of the tiger

The searing heat of the high-powered, long-throw, wide-screen projector is a tiger that could quickly ruin film.

It *could*—but it doesn't.

Because—today this tiger's teeth have been drawn. Reflection devices let light rays through, hold heat rays back; water-cooled gates and air jets give added protection.

To help solve problems such as this, Kodak maintains the Eastman Technical Service for Motion Picture Film. Branches at strategic centers. Inquiries invited.

Address: Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N.Y.

East Coast Division
342 Madison Avenue
New York 17, N.Y.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 76. NO. 46 NEW YORK, U.S.A., FRIDAY, SEPTEMBER 3, 1954 TEN CENTS

Arguments Heard

Court Defers Decision in N.Y. Tax Case

Exhibitors Are Allowed One Week to File Papers

By LESTER DINOFF

Supreme Court Justice Percy D. Stoddart of Queens County General Court yesterday reserved decision in the five per cent admission tax suit against the City of New York pending further examination of affidavits and motion papers for summary judgment which Assistant Corporation Counsel Stanley Buchsbaum and exhibitor attorneys recently filed for hearing.

In announcing that his decision will be withheld, a verdict which in one way or another can determine the legality of the New York City levy under the State Enabling Act of 1947,

(*Continued on page* 4)

Agree to Bar B.O. Figures in Paid Ads

Agreement not to include box-office figures in paid motion picture advertisements or company releases was reached here yesterday at a meeting of the advertising-publicity committee of the Motion Picture Association of America, it was learned.

The MPAA ad-publicity committee

(*Continued on page* 5)

To Launch 6-Month UA Sales Drive with $50,000 in Prizes

A six-month drive with $50,000 in prizes to be awarded, in honor of Robert S. Benjamin, chairman of United Artists' board of directors, will begin on Sunday, it was announced here yesterday.

Robert Benjamin

In the joint announcement, William J. Heineman, vice-president in charge of distribution, and B. G. Kranze, general sales manager, said the drive will support the line-up of important product announced recently by president Arthur B. Krim.

The salute to Benjamin, which will

(*Continued on page* 4)

ABC, Rank Circuits Raise Prices Sunday

By Staff Correspondent

LONDON, Aug. 31 (By Air Mail).—The two major circuits—ABC and J. Arthur Rank's combined Odeon and Gaumont-British—announce that the price of certain seats will go up by one penny from Sunday next.

The lowest prices (1s. 6d.) and highest (4s. od.) are unaffected, but prices of the 2s. 3d., 2s. 8d. and 3s. 1d. will go up by one penny each.

The new scale of prices will be

(*Continued on page* 4)

45 LOEW'S THEATRES COLLECT $25,277 IN NYC TAX BREAKAGE

While New York City anticipates an income of $16,000,000 to $17,000,000 yearly from the five per cent admissions tax, Harold J. Cleary, vice-president of Loew's Theatres, reported in an affidavit filed yesterday in Queens County Court that "for the period beginning July 1 up to and including Aug. 17 (six weeks and six days), 17.09 per cent or $25,277.31 of the gross amusement tax collected constitutes the tax breakage at 45 Loew's theatres throughout the city.

"Furthermore, an analysis of the records for the same period discloses that the total tax collected amounts to 5.18 per cent of the admission charges made by Loew's Theatres."

RKO Theatres comptroller Harold E. Newcomb, in his affidavit, stated that "financial records disclose that the tax breakage during July, 1954, amounted to approximately 15 to 19 per cent of the gross admissions tax collected."

The state permits the city to collect a maximum five per cent tax. Exhibitors are suing to prevent the city from collecting "breakage" in excess of the authorized five per cent.

New Techniques Not 'Problems'

Color Will Return to Fore At Upcoming SMPTE Meet

Color in motion pictures, as well as in television, will return to the fore as the spotlight topic of a convention of the Society of Motion Picture and Television Engineers when it meets in its 76th semi-annual session, Oct. 18-22, at the Los Angeles Ambassador Hotel.

An SMPTE spokesman, explaining the resurgence of interest in color as contrasted to that in new screen techniques, stated that CinemaScope now is pretty well stabilized, while VistaVision presents no new technical problems.

On the other hand, he pointed out that there are many current technical color problems, both in motion pictures and in television. There probably will be papers on stereophonic magnetic sound and optical sound, he added.

Film Selling Today Must Match Studio Progress: Zukor

Merchandising of pictures today must be in step with the sweeping technological changes at the studios, Adolph Zukor, board chairman of Paramount Pictures, declared yesterday at a Paramount sales conference.

Adolph Zukor

Zukor, explaining the need for streamlined thinking and planning in the current market, pointed out that concepts in vogue as recently as five years ago, are completely outdated today. Paramount's merchandising of pictures, he went on, is now in step with the advances made at the studio, which, he added, is "dedicated to production of quality pictures exclusively."

Speaking to the company's home office executives, division managers and assistant division managers, Zukor expressed enthusiasm for "Paramount's outstanding technological contribution of recent years, VistaVision." "(It) is a medium," he continued, "that

(*Continued on page* 5)

Theatre Directory For N.Y. Area Out

The new theatre directory for the metropolitan area was made available to purchasers yesterday by the New York Film Board of Trade.

The directory lists circuits of theatres and individual theatres situated in New York City, Long Island, all of New York State south of the City of Kingston, as well as New Jersey, north of Trenton.

The seating capacity of the theatres, the names of the owners, telephone numbers, as well as the population of towns, are listed. There is also a separately indexed list of drive-in theatres.

Plans Outlined for 'Scope 1st Birthday

CinemaScope's first anniversary, on Sept. 16, marking the introduction of the new entertainment medium with "The Robe" last year, will be celebrated by 20th Century-Fox and leading industry figures and organizations during the next two-weeks in an international series of commemorative events, the film company announced yesterday.

The CinemaScope progress will be saluted on its first birthday in special theatre ceremonies, on television and radio and in the press.

Plans have been completed to stage fetes in every country where CinemaScope films have been exhibited, activities which will include the participation of government officials and civic and business leaders.

Film industry celebration plans embrace all segments of publicity, adver-

(*Continued on page* 5)

Hall Signs Pact With Local 802

A new two-year contract with Local 802 of the American Federation of Musicians has been concluded by the Radio City Music Hall, it was learned here yesterday.

Settlement was reached after protracted negotiations. The new agreement which ensures the continuance of a vital area of the Hall's traditional stage show, runs to September, 1956.

Personal Mention

CHARLES J. FELDMAN, Universal-International general sales manager, is scheduled to return to New York over the weekend from the Far East.

•

E. K. O'SHEA, Paramount distribution vice-president, became a grandfather again when his daughter, MRS. THOMAS J. WORTHINGTON, gave birth to a son at Children's Hospital, Buffalo.

•

FRANK I. DAVIS, JR., president of Selznick Releasing Organization, and VICTOR J. HORE, vice-president, will arrive here today from Hollywood.

•

ROBERT FELLOWS, president of Batjac Productions, will arrive in New York from Hollywood next week.

•

FOSTER M. BLAKE, Universal Pictures Western sales manager, will return to New York today from Chicago.

•

CHARLES VIDOR, director, and MRS. VIDOR will arrive in New York tomorrow from England via B.O.A.C.

•

ETTORE GIANNINI, producer-director, will arrive in New York from Italy on Monday.

•

MORT NATHANSON, United Artists publicity manager, is vacationing at Montauk, L. I.

Zoning Study Holds Up Mpls. Drive-In

MINNEAPOLIS, Sept. 2.—Three applications for licenses to build a second drive-in theatre in Bloomington, south Minneapolis suburb, have been rejected by municipal officials pending the completion of a zoning study of the area.

Applications were from the Sky-Vu Theatre Company, headed by the Karatz interests; Minnesota Entertainment Enterprises, owner of the existing Bloomington drive-in, and Otto Kobs, owner of the Oxboro Theatre, a four-wall house.

It was indicated by the municipality that after the survey is completed all applications must be resubmitted.

'54 Amusement Taxes Rise in Connecticut

HARTFORD, Sept. 2.—Amusement taxes in Connecticut for the fiscal year 1954 increased slightly over the preceding period, it is reported by William F. Connelly, tax commissioner, who has disclosed that the tax total rose from $108,547 in 1953 to $108,683 in 1954.

No Paper Monday

MOTION PICTURE DAILY will not be published on Monday, Labor Day.

Could Be Useful If Business Dies

MEXICO CITY, Sept. 2.—The Brothers Arrangoiz, local morticians, are the first of their trade to enter Mexican exhibition. They have purchased stock in the new first-run theatre here, the Cine Paris, which features French films.

'Dragnet' Hitting Top Opening Day Grosses

Warner Bros.' "Dragnet" set a new all-time house record at Keith's Theatre, Syracuse, with a $4,259 opening day "take."

Opening day receipts have been topping grosses of "The High and the Mighty." Typical opening day business registered by "Dragnet" includes: Allen Theatre, Cleveland, $4,804; Norva Theatre, Norfolk, $4,015; Strand, Hartford, $2,652; Capitol, Springfield, Mass., $2,202; Warner, Memphis, $2,633; Midwest, Oklahoma City, $2,582; Orpheum, Des Moines, $1,966; Capitol, Madison, Wisc., $2,134; Lincoln, Trenton, $3,128; Golden Gate, San Francisco, $5,548.

Warner's Downtown and Warner's Wiltern, L. A., $8,171; Stanley, Jersey City, $4,008; Fabian, Paterson, $2,260; Rialto, Allentown, $1,863; Colonial, Harrisburg, $2,077; Orpheum, Minneapolis, $3,253; Orpheum, St. Paul, $2,161; Colonial, Richmond, $2,145; Rivoli, Toledo, $2,164; Embassy, Fort Wayne, $2,156; Civic, Portland, Me., two days, $3,306; Warner, Erie, $2,590; and the Warner, Bridgeport, $2,800.

55 N. Y. Theatres Do Right By 'Susan'

RKO's "Susan Slept Here" grossed $86,884 on its opening day Tuesday in 55 of the 73 circuit theatres which are showing it in the New York Metropolitan area, it was announced yesterday by Walter Branson, worldwide general sales manager.

All theatres participating in the mass day-and-date engagement haven't reported opening day figures at the present time.

Circuits whose houses contributed to the announced gross are: RKO, Skouras, J. J. Brandt, Loew's, Century, Randforce, Combined Bronx and Fabian.

Ohio Chain's Trust Suit Names Universal

CINCINNATI, Sept. 2.—Mid-Cin., Inc., with headquarters here, operating a chain of area subsequent run houses, has filed suit in U. S. District Court for $20,000 against Universal-International charging discrimination in selling product away from the Colonial Theatre, in Middletown, O., and other houses in the chain.

The plaintiff also seeks a permanent injunction to compel the distributor to maintain the same availability as granted other houses in the equivalent zones.

'Egyptian' Grosses Continue Fast Pace

"The Egyptian" continues to roll up impressive grosses in first engagements with opening-week figures topping or equalling those set by "The Robe."

At the Orpheum Theatre, Madison, Wisconsin, it scored a $1,750 opening day against $1,655 notched by the first CinemaScope production. At the Metropolitan, Houston, it grossed $4,410 opening day to $5,001 for "The Robe."

Other first day gross comparisons are: Capitol, Little Rock, $1,400 for "The Egyptian," $1,614 for "The Robe"; and the Strand, Portland, Maine, $1,175 for "Egyptian," $1,492 for "The Robe."

Web TV Extended to 17 Cities, 3 States

Network television service is scheduled to be extended this month to 17 additional cities and into the states of North Dakota, New Hampshire and New Mexico for the first time, according to the Long Lines Department of the American Telephone and Telegraph Co.

Plans call for 28 television stations to be connected to the Bell Telephone System's nationwide facilities during the month.

Long Lines, which provides the nationwide network of television pathways, said this represents the largest number of stations to be interconnected for any one month this year. At present some 309 stations in 198 cities in the United States are linked for network television.

Dallas Variety Club's Golf Tourney Oct. 2-4

DALLAS, Sept. 2.—At a meeting of Variety Club Tent 17 this week Chief Barker Al Reynolds disclosed details of the forthcoming golf tournament which will be held Oct. 2, 3 and 4 at the D. A. C. Country Club. Special parties are being arranged for Oct. 2 and 4.

As previously announced, the "Ice Revue" of the club, conducted in collaboration with the Dallas Figure Skating Club, will be held here on Sept. 11.

Japan's Ambassador To Attend Premiere

His Excellency, Sadeo Iguchi, Ambassador of Japan to the United States, and John D. Rockefeller III, will be among the guests at the premiere of "Ugetsu," Venice Festival prize-winning Japanese film, which will be held here Tuesday at the Plaza Theatre under the auspices of the Japan Society.

The "Voice of America" will cover the premiere for broadcast to Japan and Europe.

New I.F.E. House Organ

The first issue of "The Facts of IFE," I.F.E. Releasing Corporation's new house organ, will be published today. The new publication will appear bi-monthly.

News Roundup

Settle Buffalo Schine Suit

A suit in Buffalo Federal Court asking $450,000 damages from Schine Chain Theatres and seven distributors has been settled for a reported $35,000. The suit was filed by Carl B. Moore, owner of the Motion Theatre, Van Wert, Ohio, who charged that the defendants conspired to deprive his theatre of first and second-run features in favor of the Schine circuit's houses in Van Wert. A stipulation discontinuing the action has been filed by Federal Judge John Knight.

■

Schwartz in Hollywood

Fred Schwartz, Century Circuit head and president of the new Distributors Corp. of America, arrived in Hollywood yesterday to arrange for casting of two top stars for "The Survivors," first of three features to be made in England for DCA by Boulting Brothers. Schwartz is scheduled to remain there until Tuesday.

■

Taufener to NSS in Buffalo

Ralph Taufener, well known in the industry of the Buffalo area for some 17 years, including eight with the Basil circuit in managerial positions, has been engaged as a sales representative at the National Screen Service Buffalo office, according to an announcement by Harold Bennett, branch manager. Taufener will split the Buffalo exchange area territory with Jack Goldstein.

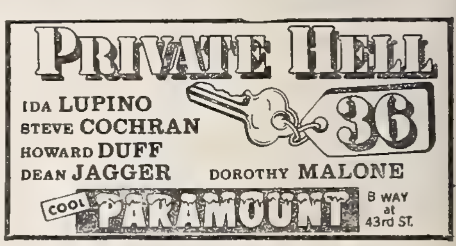
■

Cinerama Shown Abroad

The first overseas showing of Cinerama was held last night under the sponsorship of the U. S. Information Service at an open-air theatre at the International Trade Fair in Damascus, Syria, the company announced.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"SEVEN BRIDES FOR SEVEN BROTHERS"
in CINEMASCOPE starring
JANE POWELL - HOWARD KEEL
Color by ANSCO - An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION



PRIVATE HELL 36
IDA LUPINO
STEVE COCHRAN
HOWARD DUFF
DEAN JAGGER
DOROTHY MALONE
COOL PARAMOUNT B WAY at 43rd ST.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor. Published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager: Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

APACHE

EVERYWHERE IS EQUALLING OR SURPASSING "AFRICAN QUEEN" "HIGH NOON" AND "MOULIN ROUGE"

BURT LANCASTER in **APACHE** **JEAN PETERS**

UALITY PICTURES UA IN QUANTITY

in color by Technicolor

with IAN MacDONALD · CHARLES BUCHINSKY · JOHN DEHNER
PAUL GUILFOYLE · WALTER SANDE · JOHN McINTIRE · Written for
the Screen by JAMES R. WEBB · Based on the Novel "BRONCHO APACHE"
by PAUL I. WELLMAN · Released thru UNITED ARTISTS

HECHT-LANCASTER PRESENTATION

PRODUCED BY HAROLD HECHT
DIRECTED BY ROBERT ALDRICH

35TH ANNIVERSARY 1919 UA 1954

Tax Suit

(*Continued from page* 1)

Judge Stoddart allowed exhibitor attorneys until Wednesday to enter additional briefs supporting their argument for consideration.

Buchsbaum and plaintiff attorneys were in accord as to the disposal of the suit without a court trial. In the motion papers for summary judgment, Buchsbaum claimed that "only questions of law and no question of fact is involved in the suit." The exhibitor counsellors incline to agree with this stand, attorney Thomas Bress of Loew's stated, and in their cross-motion papers, asked that the temporary injunction issued in July by Supreme Court Justice Nicholas M. Pette be upheld.

Effect Would Be Widespread

Judge Stoddart's decision will be tantamount to a trial by court, Bress said following yesterday's hearing. "The determination, if in favor of the plaintiffs, Century Theatres, Loew's, RKO Theatres and Brandt Theatres, will upset the New York City, Binghamton and Elmira admission tax levies, and the sales tax rulings in four other cities and two counties in the state," Bress said.

The attorneys for the theatremen, Bress, George Raftery, representing RKO Theatres, Mitchell Klupt, representing Century Theatres, Cecelia H. Goetz, representing Brandt Theatres, and Eliot Rosenthal, Loew's Theatres, Inc., secretary, joined in asking Judge Stoddart to uphold his colleague's temporary injunction on the grounds that the admission tax's "major fraction" feature is illegal and unconstitutional by violating the State law which allows an admission tax up to five per cent.

"New York City has the right to tax what the State law allows," Klupt said. "A determination may embarrass the city and cause new legislation to be enacted, for under the framework of the Enabling Act of 1947, an admission levy has a limitation of five per cent and is not to exceed the five per cent," the Century attorney said in addressing the bench.

Bress informed Judge Stoddart that a temporary injunction was issued solely on the merits of the case. "The city levy falls heavily on the small ticket prices and the public which pays the tax," the Loew's attorney said. "The legislators when enacting the Enabling Act wanted to give the public a break on the major fraction feature, but the city admission tax doesn't allow theatres to do it," Bress said.

"At one time, the city thought that a token or stamp provision for the collection of the tax breakage could be put into effect, but the cost of administering such a plan would cost New York more than the $16,000,000 or $17,000,000 which the whole five per cent admission tax would bring in yearly," Bress said. "The theatres throughout the city do not like handling tokens or stamps, but it would be better than overpaying the tax with its major fractional feature," he said.

Judgment Asked

Raftery stated that "every single fact heard today has been argued before Judge Pette. We ask that the court answer and direct that judgment be entered in favor of the plaintiffs on the ground that there is no defense to this action, or that a judgment be entered in favor of the plaintiffs on the pleadings, and for such other and further relief as to the court may seem just and proper, together with the costs of this motion."

Buchsbaum, in presenting the city's argument to Judge Stoddart, contended that "the five per cent admission tax is legal under the State Act and under a 1917 city Administrative Code act which allows admission taxation. The major fraction issue is similiar to those utilized in banking, corporate business and other types of taxation," he contended.

He asked the court to view the entire proceedings as a hearing on tax construction, not as a "political issue" between Mayor Robert Wagner and Governor Thomas Dewey.

Next move in the suit, Bress said, would be the filing of intervention papers by service organizations on behalf of all circuit theatres and individual theatres. "The first of these intervention papers is expected to be filed in Queens Court on Tuesday," he said.

Reviews

"Cangaceiro" (The Bandit)

(*Columbia*)

THE first Brazilian-made motion picture to be distributed in the United States, "Cangaceiro" is unusual film fare, having not only its unique characteristics to recommend it, but also its authentic dramatic merits. Having Portuguese dialogue with English subtitles, it will naturally appeal mostly to selective audiences, so should prove a good attraction for "art" theatres.

In addition to its interest-holding story of banditry among Brazilian outlaws, it has excellent cinematography, good performances, fine Brazilian folk music and unusual locales to recommend it.

The chief protagonist is a young member of a band of Cangaceiros who rescues a pretty school teacher kidnapped by his fellows. Practically the entire film is the record of their flight through the wild bush country, pursued by the band, and climaxing in a final, desperate struggle between the renegade and the other bandits who still maintain their own peculiar brand of justice and honor. The guts of the film, however, is not in the story but in the manner in which director Lima Barreto has put it together, combining raw violence with pure romance and a touch of humor. Although fond of occasionally self-conscious character closeups, not without a bit of eyeball-rolling, and studied, dramatic long shots, Barreto has paced the film so it moves with gratifying swiftness and economy of detail to its inevitable end.

The performances are generally fine, even more effective, perhaps, because the faces are new. Alberto Ruschel is the sensitive renegade bandit whose love for the girl is equaled and overshadowed by his love of the bush country from which he fled. Milton Ribeiro is the cruel, pious bandit chief with a penchant for rings, and Marisa Prado is the pretty school teacher. Gabriel Migliore orchestrated the lovely score which adds the romance to what otherwise might seem a pretty bleak tale. H. H. Fowle is responsible for the carefully composed photography. Barreto also contributed the story and screenplay. The film is a Vera Cruz production.

Running time, 92 minutes. General audience classification. Release, not set.

"Welcome the Queen"

(*British Information Service*)

THE Queen of England's royal tour of several months ago again is made the subject of a travelogue with satisfactory results.

For those who are Anglophiles or dote on travelogues, this is a welcome addition to the films about the Queen since her coronation. It is no better or worse than the others and will please those not surfeited with the subject.

Filmed in pleasant Eastman Color with print by Technicolor, "Welcome the Queen" begins with the royal couple leaving by plane for the British West Indies. The picture then jumps quickly from one country to another, from the Fiji Islands to New Zealand, to Australia, Ceylon, Africa, Malta, Gibraltar and finally back to London. It stays in each territory only briefly and gives a quick glimpse of a few of the Queen's activities and some interesting facet of each country. A particular point is made of the loyalty and devotion that all of Great Britain's subjects have shown for their reigning monarch.

A great deal of footage is given over to the reuniting of the Queen and her children and of their return up the River Thames and through the streets of London. Finally on the balcony of Buckingham Palace the royal family is greeted ecstatically by the teeming thousands below.

"Welcome the Queen" has the advantage of being short and to the point. Its scenes of faraway lands are interesting and its lesson in loyalty is touching. But its appeal is definitely limited to very specialized audiences. Howard Thomas produced, John Pudney wrote the commentary which was spoken by Edward Ward and British Information Services is distributing it in the U.S.

Running time, 50 minutes. Release, in September. General audience classification.

UA Sales Drive

(*Continued from page* 1)

place emphasis on a drive for billings and collections, will be divided into four laps among UA's 32 competing branches; the first lap from Sept. 5 to Oct. 16; the second from Oct. 17 to Nov. 27; the third from Nov. 28 to Jan. 1, and the last from Jan. 2 to March 5.

The branches will compete in three groups of equal grossing potential. Cash prizes will be awarded to the winning exchanges in each group at the end of each lap and again at the completion of the drive.

Esther Williams Booked

ALBANY, N. Y., Sept. 1.—Esther Williams will head a stage show at Fabian's Palace here for three performances Sept. 8. The unit, which includes the M-G-M star's husband, Ben Gage, and Arthur Lawrence, television comedian, is touring principal cities of the country.

It will be the first live show at the Palace since August, 1953.

People

Ernest Hemingway has signed an agreement in Hollywood with **William Lowe,** former editor of "Look," and **Frank McCarthy,** 20th Century-Fox studio executive, to lead an African safari next year, which will be used as the basis of a feature which Hemingway will write and in which he will appear. No release date has been set.

◆

Marvin Fish has been named traffic manager in the advertising department of United Artists here. **Francis M. Winikus,** UA national director of advertising-publicity, in making the appointment, stated that Fish also will serve as assistant to **Nat Lax,** production manager.

◆

Ace Herman, veteran supervising film editor, has been named executive assistant to **William F. Broidy,** head of William F. Broidy Productions, Hollywood, and will supervise all phases of the company's TV and theatrical film productions.

◆

Howard Browne, editor of the Ziff-Davis fiction group: "Amazing Stories," "Fantastic" and "London Mystery Magazine," has sold the film rights to his recent novel, "Thin Air," to McEvoy Productions, Hollywood. The book was published by Simon and Schuster last June. It is a suspense story with a Madison Ave. advertising agency background.

◆

William J. Devaney, M-G-M branch manager at Chicago, reports good progress in booking "Julius Caesar" in subsequent run theatres in that city. The first 25 neighborhood houses have been set to play day-and-date starting Sept. 24th. A promotion campaign to precede the engagements, with considerable accent on school and college cooperation, will be sparked by **Norman Pyle,** Chicago press representative.

ABC, Rank Circuits

(*Continued from page* 1)

operated also by Granada, most of whose theatres are in the London area, in which lies the principal strength of the two major groups. It is anticipated that the policy will be adopted by first-run houses throughout the country.

It is stated that the increase has become necessary by reason of rising costs, not only in employees' wages and transport charges but in the cost of re-equipping for new techniques.

By virtue of the incidence of the entertainment tax scale the increased prices will result in an increase of ¾d on the net receipts of each of the seats concerned. The tax on a 2s. 3d. seat, for example, is 10¼d. Whereas that on a 2s. 4d. seat is 10½d.

Name Kupferman

Theodore R. Kupferman, general counsel for Cinerama Productions Corp., has been nominated for president of the Federal Bar Association of New York, New Jersey and Connecticut.

'Scope

(*Continued from page 1*)

tising and exploitation among leading theatre circuits, independent exhibitors, manufacturers of CinemaScope lenses, screens and stereophonic sound equipment and all groups connected with the development of the system.

Among the events to highlight the campaign will be a tribute to CinemaScope on Ed Sullivan's CBS-TV "Toast of the Town," Sept. 12, as part of a two-program salute to Darryl F. Zanuck, 20th-Fox vice-president in charge of production. Other national TV programs also set to salute CinemaScope are "Today," NBC-TV; "The Home Show," CBS-TV; and "The Morning Show," CBS-TV; with other program tributes planned by Tex & Jinx, NBC-TV and radio; Maggie McNellis, ABC-TV; Nancy Craig, ABC-TV; Frank Farrell, ABC radio; and Bill Leonard, CBS radio.

Editorials Planned

Editorials commenting on the progress of CinemaScope and hailing its revitalization of boxoffices will appear in newspapers across the country in the coming weeks, along with special features and news stories highlighting CinemaScope events during the past 12 months, the company said.

The first anniversary also will be celebrated by the presentation of awards and scrolls to theatres which first exhibited CinemaScope in many areas. Marquee and lobby decorations are being readied in many theatres where day-long activities will be held Sept. 16.

Another important event planned will be the presentation of the first anamorphic lens developed by Professor Henri Chretien to a leading museum. A display of CinemaScope equipment, including the latest designs in camera lenses developed by Bausch & Lomb and models of stereophonic sound equipment, is planned at the Roxy Theatre here, the site of the first CinemaScope playdate.

Localities to Celebrate

A special press sheet containing news and feature stories and pictorial material is being prepared; while the company's 38 domestic and Canadian offices are setting up local celebrations during the week of Sept. 16, the company said.

International celebrations also will dramatize the impact of CinemaScope during the past year. All overseas offices of the company are planning campaigns which will include the issuance of government proclamations, presentation of awards at first theatres showing CinemaScope, and radio and newspaper salutes to CinemaScope.

B.O. Figures in Ads

(*Continued from page 1*)

acted on complaints expressed at the meeting, it was stated.

The committee, at the same time, appointed a three-man committee composed of Gil Golden of Warner Brothers, Si Seadler, of Loew's, and Jerry Pickman of Paramount, to re-examine the thorny question of advertising credits. The committee, it was learned, was formed after an inconclusive discussion on the relative credit size and listing of producers, directors and writers.

Television--Radio

with Pinky Herman

ABC-TV, which is making rapid strides forward on the national TV scene, will announce at a special news conference next Tuesday plans for the biggest advertising campaign in its history. With the array of stars and other talent in its roster and with the experience of showmen such as Leonard Goldenson, Bob Weitman and others at the helm, how can this net miss???? . . . Every so often a fellow runs across new talent that amazes. Browsing around we happened to see a preview of the first Guy Lombardo telefilm which will be syndicated in October (New York TV programs are live) and thrilled to the singing of The Beachcombers—three boys and a beautiful Hawaiian girl. This act did a great job on the Tommy Dorsey Show last month and followed with an even better performance on Orson Bean's Blue Angel broadcast. With their talent and top-ranking choreography, the Beachcombers rate a TV show of their own. . . . Jack Lord has been signed for an important role in the Playright's Company Broadway production of Horton Foote's new play, "The Traveling Lady," with Kim Stanley and Lonny Chapman which will open the week of Oct. 18 under Vincent Donehue's direction.

☆ ☆ ☆

Some few weeks ago we ran an item listing the names of several luminaries of the screen-Tv and radio firmament who launched their careers at WLW Cincinnati. We should like to hear from other stations around the country where current national favorites first got their respective starts. Back in 1941 at WITH, Baltimore, the announcing staff included the following stars: Ernie Simon, WGN, Chicago; Ed Hubbard, WIND, Chicago; Gene Rayburn and Dick Dunham, NBC, N. Y., and Freddie Robbins, host on Eddie Fisher's "NBCoke Time." . . . Barbara Britton, movie and TVision of "Mr. & Mrs. North," wants to do a Broadway play this Fall. (Line forms on the right—no crowding please.) . . . Noah Beery, Jr., youthful cinema star of several major flickers including "The Black Dakotas" (Columbia), "The Yellow Hawk" (United Artists), son of Noah and nephew of the unforgettable Wallace Beery, has been signed to make a series of telefilms, "The Adventures of Noah Beery, Jr." for Jerry Courneya Productions. He'll portray a "trouble shooter at large" with the whole world his oyster.

Freddie Robbins

☆ ☆ ☆

What's this we hear about Ted Husing once again being set for big time sportscasts? Ted, who's been doing a whale of a job spinning records and yarns at WMGM belongs at the mike of any sports event. . . . Betty Hutton's dance routines for her starring debut in Max Liebman's first NBC Spectacular "Satins & Spurs," which will be telecast Sept. 12, will be supervised by Betty's ex-husband Charles O'Curran. Incidentally, O'Curran has signed dancer Nancy Campbell to a personal management contract. . . . Jimmy Rich's daughter Selma (he's the famous Tin Pan Alley coach and original Dinah Shore mentor) will be married Sunday, Sept. 12, to Mary Ross. Selma is with Compton Advertising, Inc. . . . Singin' Sam Green, w.k. radio pioneer, back in town after 11 years with the USOverseas, will do a series of quest shots on Joe Franklin's "Memory Lane," WABC-TV show.

☆ ☆ ☆

Dave Sutton, veepee in charge of MCA-TV Ltd. has just returned from England and the Continent and feels that with the recent passage of a bill by Parliament making commercial TV legal in Great Britain there is also keen interest in the establishment of a second TV Channel (said to start operations in 1955 with a three-to-five hours daily sked). Sutton feels that the TV Program Brokers may not flood BBC or the second Channel with American telefilms but nevertheless will welcome some of America's better product. Steve Allen's new Musicomedy series, "Tonight," a five times a week TVer, will NBCommence Monday, Sept. 27, and will occupy the 11:30 P.M.-1:00 A.M. slot. A mobile unit ready at a moment's notice to transport Steve to any part of Manhattan will be a feature of the new program and Gene Rayburn will act as the bespectacled comic's "man Friday." Eadie Gorme and Steve Lawrence will handle the vocals, Stan Burns & Herb Sargent will co-script, Dwight Hemion will direct, Bill Harbach is producer under the supervision of Mort Werner.

Zukor

(*Continued from page 1*)

gives every picture in which it is made an opportunity to be a better picture, whether in close-ups or in panoramic scenes."

The three-day sales meeting was called by A. W. Schwalberg, president of Paramount Film Distributing Co., principally to discuss VistaVision and Irving Berlin's "White Christmas," the first picture to be made in the new process.

The industry pioneer, in his address, said this about the current need for what he called showmen-salesmen: "Selling, exploitation and publicizing motion pictures no longer can be individual operations in light of the industry's advances and accompanying new concepts. They must now be rolled into one so that each salesman becomes, in truth, a showman."

He urged Paramount salesmen to work "hand-in-hand" with exhibitors so that mutual problems can be intelligently solved.

The final meeting today, over which Schwalberg will preside, will hear discussions of forthcoming product, merchandising and promotion plans and sales policies. Among the speakers will be E. K. (Ted) O'Shea, distribution vice-president; and Jerry Pickman, vice-president in charge of advertising-publicity-exploitation. Pickman will report on his recent product preview trip to the studio and advertising-publicity plans in work for various pictures, including "White Christmas," "Sabrina," and "The Country Girl."

'Scope Lens Makers At 'Lance' Premiere

ROCHESTER, Sept. 2.—Rochesterians who played an important role in the development of the CinemaScope photographic and projection lenses, were guests at the recent opening of "Broken Lance" in the Palace Theatre here. The film is the first photographed by the new Bausch & Lomb wide-field CinemaScope photographic lens designed by that company's scientific bureau.

The lens development was under the direction of John D. Hayes, head of the Bausch & Lomb photographic lens division and nationally known lens designer. Joseph F. Taylor, president of Bausch & Lomb, Carl S. Hallauer, executive vice-president, and the scientists who worked on the project were among the guests of Jay Golden, district manager, RKO Theatres and Frank Lindkamp, Palace manager.

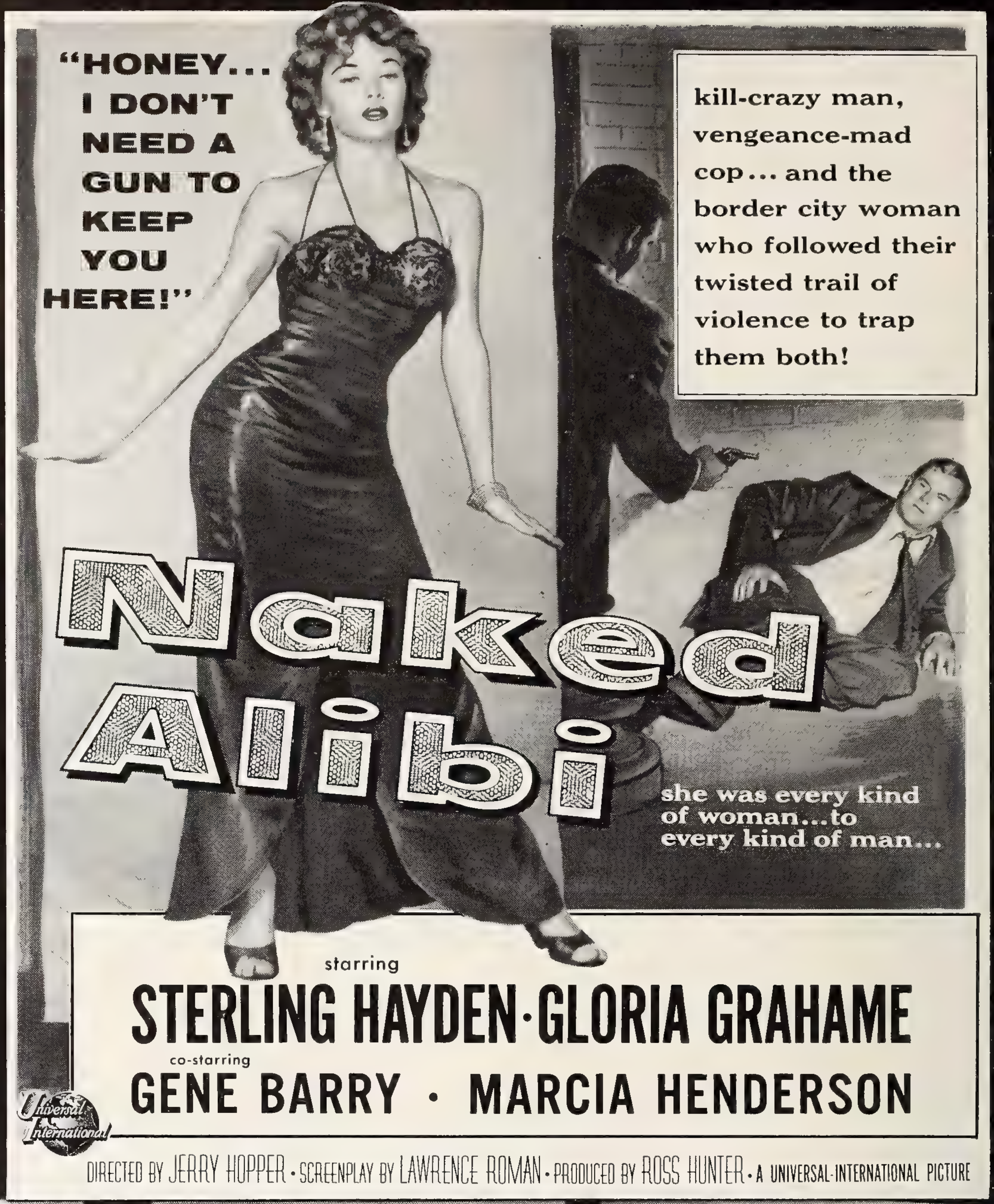
Ontario's Theatres Hit by Crime Wave

TORONTO, Sept. 2. — A crime wave has hit a number of theatres in Ontario. In this city, the cashier of the Bay Theatre reported to the police a holdup at the boxoffice by an unknown person, the loss being $134.

At Hamilton, Ont., the Delta Theatre was entered and the candy counter, soft-drink dispenser, ice-cream cooler and vending machine rifled.

Two rural theatres had break-ins. An attempt was made to smash the safe in the Winchester Theatre, Winchester, and office equipment was damaged. At the Piccadilly Theatre, Williamsburg, burglars failed to break into a safe but a loss was sustained in the breaking open of desks and cupboards.

BOX-OFFICE ADS FOR A BOX-OFFICE PICTURE !


"HONEY... I DON'T NEED A GUN TO KEEP YOU HERE!"

kill-crazy man, vengeance-mad cop... and the border city woman who followed their twisted trail of violence to trap them both!

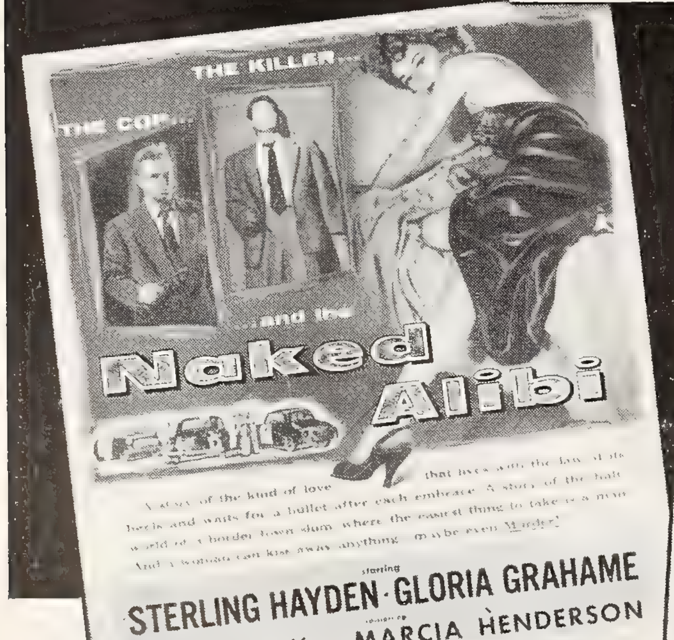
Naked Alibi

she was every kind of woman...to every kind of man...

starring
STERLING HAYDEN · GLORIA GRAHAME
co-starring
GENE BARRY · MARCIA HENDERSON

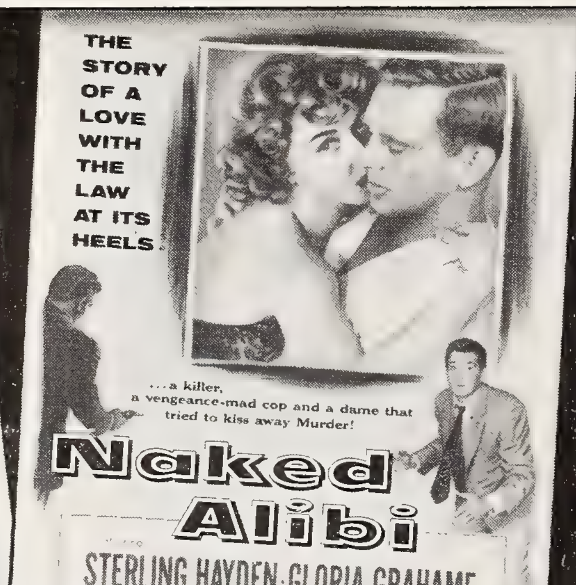
Universal International

DIRECTED BY JERRY HOPPER · SCREENPLAY BY LAWRENCE ROMAN · PRODUCED BY ROSS HUNTER · A UNIVERSAL-INTERNATIONAL PICTURE


THE COP... THE KILLER... ...and the

Naked Alibi

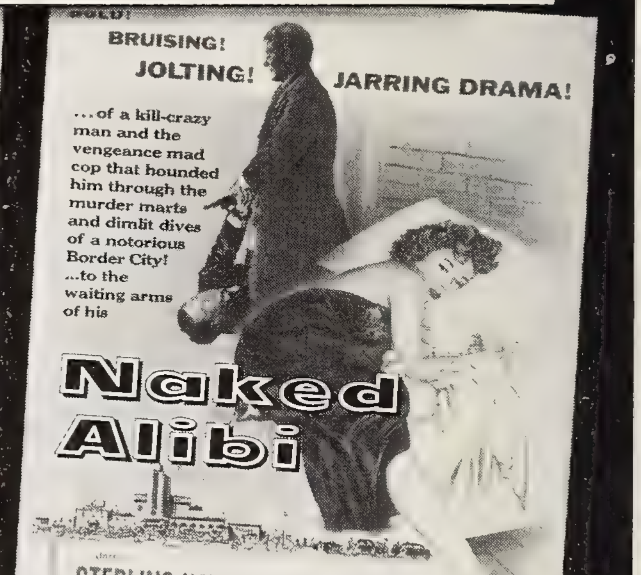
starring
STERLING HAYDEN · GLORIA GRAHAME
GENE BARRY · MARCIA HENDERSON


THE STORY OF A LOVE WITH THE LAW AT ITS HEELS

...a killer, a vengeance-mad cop and a dame that tried to kiss away Murder!

Naked Alibi

STERLING HAYDEN · GLORIA GRAHAME
GENE BARRY · MARCIA HENDERSON


BOLD! BRUISING! JOLTING! JARRING DRAMA!

...of a kill-crazy man and the vengeance mad cop that hounded him through the murder marts and dimlit dives of a notorious Border City! ...to the waiting arms of his

Naked Alibi

STERLING HAYDEN · GLORIA GRAHAME
GENE BARRY · MARCIA HENDERSON

...Another Picture with that *Universal* Appeal!

Universal International

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 76. NO. 47 NEW YORK, U. S. A., TUESDAY, SEPTEMBER 7, 1954 TEN CENTS

Tradewise . . .

By SHERWIN KANE

STEVE BROIDY'S pronouncements of last week concerning more and better product soon to emanate from Allied Artists, was the choice of many exhibitors to whom this department talked in the days following as the most significant trade news story of the week. Naturally, it was so appraised and treated by The Daily.

With many of the nation's exhibitors, representing all types of operations, so concerned with increasing sources of product supply that they are engaged actively in production, such as Fred Schwartz and others; or are guaranteeing exhibition contracts for increased production, such as the thousands of exhibitors in support of Hal Makelim, or are engaged in production financing, such as United Artists Theatre Circuit and Stanley Warner Theatres, or are encouraging the importation of more quality films from abroad, such as Leonard Goldenson and Alfred Starr, the exhibitor interest in AA's plans is understandable.

•

Broidy's further news that William F. Rodgers, former distribution vice-president of M-G-M, whose sales policies did much to justify that company's slogan "The Friendly Company," will be associated with Allied Artists as consultant and adviser on marketing of new top quality productions, also is good news for exhibitors.

Those who have dealt with Rodgers in the past, and they are legion, know him to be fair and to have employed policies which assured the exhibitor as well as the distributor of a fair profit.

•

Allied Artists is to be congratulated on having aligned with it a recognized authority in distribution, as well liked as he is well known, and Rodgers is to be congratulated on his association, if only in an advisory capacity, with a company whose plans for the future and whose manpower with which to carry out those plans mark it as a strong candidate for the biggest of the "big time" in the not too distant future.

Would Intervene

54 Theatres File to Join NYC Tax Suit

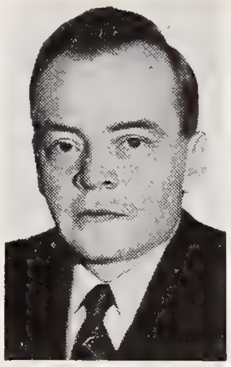
By LESTER DINOFF

New York City exhibitors, operating 54 circuit and independent theatres, put another stumbling block in the city's efforts to dispose of the current temporary injunction against the collection of the five per cent admission tax by filing intervention papers in Queens County General Court at the weekend asking permission to become participants in the current suit.

The intervention papers were filed on behalf of 50 theatre operators throughout New York City who are

(*Continued on page* 5)

Walker Heads Films' Travelers Aid Drive



J. Miller Walker

J. Miller Walker, vice-president of RKO Pictures Corp., has accepted the chairmanship of the motion pictures committee of the Travelers Aid Society of New York. Industry executives will be active in the Society's campaign which seeks to raise $360,000 to carry on urgent work in the transportation centers of the city. Walker reports that more than 230,000 persons received assistance from

(*Continued on page* 5)

Brother to Operate Century

Schwartz Will Give Major Portion of Time to D.C.A.

Special to THE DAILY

HOLLYWOOD, Sept. 6.—Fred J. Schwartz, head of Century Theatres, of New York, and president of the recently formed Distributors Corp. of America, which is being financed as a production-and-distribution organization by 30 of the country's exhibitors, said here at the weekend that he would devote 80 per cent of his time in the future to D.C.A. while his brother, Leslie, would take over active operation of the theatre chain.

Fred Schwartz

Soon to join D.C.A. as a distribution executive, along with Charles Boasberg, who resigned from RKO Radio, is another top film sales figure, according to Schwartz, who declared that the announcement of the new affiliation will be made within a month.

Schwartz, who has been here for several days setting details of the initial 10-picture program of D.C.A., which will cost from $8,000,000 to $10,000,000, also disclosed that the first release of the new organization would be at Christmas time and would be either Joseph Kahman's "Long John Silver," starring Robert Newton, or "Hunters of the Deep," a

(*Continued on page* 3)

Record Campaign For 'Christmas' Set By Pickman

"White Christmas," Paramount's VistaVision production, will receive the biggest advertising and publicity campaign in the 40-year history of Paramount Pictures, Jerry Pickman, vice-president in charge of advertising, publicity and exploitation, told the final session of the company's sales conference here on Friday.

Pickman, in making the announcement, stressed that promotional campaigns on current and forthcoming Paramount pictures are being designed to match the "quality and bigness" of these attractions.

In his address, Pickman also outlined in detail the big promotional campaigns for "Sabrina" and "The Country Girl." In addition, he described the intensive research that has been conducted over the past several

(*Continued on page* 5)

Saville Signs Aldrich To Produce Two

HOLLYWOOD, Sept. 6.—Victor Saville has signed Robert Aldrich to produce and direct "Kiss Me Deadly" and "My Gun Is Quick," both Mickey Spillane novels, for United Artists release.

Saville is occupied now with "The Silver Chalice," which he is producing for Warner Brothers release.

Youngstein to Head Cinema Lodge Drive

Max E. Youngstein, vice-president of United Artists and a vice-president of New York's Cinema Lodge of B'nai B'rith has been appointed chairman of the Lodge's principal 1954 fund raising project—the sale of 500 contribution share certificates at $25 per share with one of the purchasers to be awarded a 1954 four-door Cadillac sedan, it was announced yesterday by Burton E. Robbins, president of Cinema Lodge.

Max Youngstein

In announcing the appointment of

(*Continued on page* 5)

'SEVEN WONDERS' BY THOMAS TO BE FOURTH FOR CINERAMA

A deal by which Lowell Thomas will produce "Seven Wonders of the World" in the Cinerama process was disclosed here at the weekend by Si H. Fabian, president of Stanley Warner Theatres.

The Thomas deal will provide the fourth Cinerama production. The first "This Is Cinerama," is still being exhibited and is the only one now in release. It is understood that the second Cinerama feature, Louis DeRochemont's "Cinerama Holiday," filming on which has been completed, is being treated to strengthen the narrator's story line. The third production, previously announced, is "Lewis and Clark," to be made by Warner Bros.

Commenting on the most recent deal, Fabian said in part: "(Thomas) is a Cinerama pioneer. It was his vision and courage which launched

(*Continued on page* 5)

Personal Mention

MORT BLUMENSTOCK, Warner Brothers advertising - publicity vice-president, left here for the Coast over the weekend.

•

ARTHUR ROSSON, LOYAL GRIGGS, CHICO DAY, DANNY MCCAULEY, ROBERT GOODSTEIN, MARTIN PENDLETON and HARRY ARNOLD, all of the production staff of Cecil B. DeMille's "The Ten Commandments," will arrive in New York by plane tomorrow enroute to Cairo, Egypt.

•

H. L. MARSTERSON, director and comptroller of Westrex Co., Ltd., British subsidiary of Westrex Corp., and J. H. SOMAKE, secretary and counsel, have returned to London from New York.

•

WALTER MIRISCH, Allied Artists executive producer, returned to Hollywood over the weekend from New York.

•

GENE ALLEN and GEORGE HUENE, M-G-M cameramen, have arrived in New York from the Coast and will leave here Thursday for Italy.

•

DORIS JOHNSON, secretary to PHILIP SMITH, of Smith Management Co., Boston, will be married there on Sept. 19 to WALTER BAMBERG.

•

DON WENGER, general manager of the Pekin and Ritz theatres, Montgomery, Ala., has returned there with MRS. WENGER from Havana.

•

ANDREW MARTON, M-G-M director, will arrive here from Hollywood on Sept. 14 and will leave the same day for Bombay, India.

•

PAT PURCELL, traffic manager in Paramount's Paris office, is expected in New York today from Montreal.

•

GREGORY RATOFF will leave here today for London via B.O.A.C. Monarch.

•

ALFRED HITCHCOCK, producer-director, will arrive in New York today from the Coast.

•

COMMDR. IAN MURRAY, technical adviser on "Brigadoon," arrived in New York yesterday from the Coast.

•

ALI IPAR, producer, left here Sunday via B.O.A.C. for London.

•

SPENCER TRACY has arrived in New York from the Coast.

Loew's Capitol, D. C. Takes Sept. 15 Bout

WASHINGTON, Sept. 6.—The 3,432-seat Loew's Capitol here has signed up for the closed-circuit Marciano-Charles Sept. 15 telecast, according to Orville Crouch, Loew's Eastern division manager. Tickets, on a non-reserved basis, will be set at $3.50 for orchestra and balcony and $4.00 for the mezzanine, tax included.

U.S. Film Interests Challenge Rebirth Of UFA in Germany

BONN, Germany, Sept. 6.—The rebirth of a government-controlled UFA film combine here is being watched with growing concern by American film representatives in this country.

Recently, the MPEA representative in Germany participated in a conference with key officials of the U. S. High Commission Office here. The subject was the application of the UFA Decartilization Law and what the impact of the regrowth of UFA would have on a free German motion picture industry and on American imports into Germany, it was learned.

Major stress was said to have been placed by the MPEA representatives upon the continued existence and expansion of the UFA theatre group and on the unusual liquidation arrangements which were said to give the custodianship over UFA script, music and other artistic properties to this UFA theatre group.

Unfair Pressure Feared

It was indicated that through this device and discriminating booking of films, those responsible for the growing rehabilitation of UFA were able to exercise unfair pressure on German opponents of UFA and to retain control over the one link welding the various production facilities into a single combine.

The fact that the UFA theatre group would control all of the German newsreel theatres by the end of the year was pointed out. Also explained by the American film representative, it was learned, was the disproportionate power of this comparatively small number of theatres by analyzing the effect which their large percentage of key first-run houses had on the fate of a new picture.

It was understood that representatives of the High Commissioner's Office recognized that the current developments constituted serious violations of the spirit of the original Allied directives and indicated that they would take action on the matter.

'American Weekly' Film Issue Sept. 12

The annual motion picture issue of "American Weekly," to be published Sept. 12, will feature a full color picture layout with a story by Liza Wilson under title "You'll Be Seeing."

The color pictures used in the story were made on the studio sets of "White Christmas," "Brigadoon," "A Star Is Born," "The Little Outlaw," "The Barefoot Contessa," "The Egyptian," "So This Is Paris," "Three for the Show," "This Is My Love," "Bengal Brigade," "20,000 Leagues Under the Sea," and many others.

In addition, pictures of the five most beautiful motion picture stars selected by leading commercial artists appear on a two-page spread.

In the same issue Anita Loos has written a personality story of Audrey Hepburn, star of "Sabrina."

Johnston Due from Italy; May Go West

Eric Johnston, president of the Motion Picture Association of America, is due to return here on Friday from Europe, where he has been attending the Venice Film Festival.

Upon his return, it is expected that he will continue on to Hollywood on another of his periodic visits to the studios.

Fox Sets 2nd 'Scope Reel Release in Oct.

"The CinemaScope Parade," 20th Century-Fox's sequel to "The Advancing Techniques of CinemaScope," will be available to exhibitors in October for general showings to acquaint the public with the major innovations effected in the new medium, the film company announced.

The 20-minute subject in two-reels, presents highlight scenes from 20th-Fox CinemaScope pictures scheduled for release by the company during the last quarter of 1954 and the first part of 1955.

Narrated by Darryl F. Zanuck, vice-president in charge of production, who describes the properties being lined up for filming in the coming months, the reel includes footage from "Desiree," "There's No Business Like Show Business," "Untamed," "The Racers," and "Prince of Players."

The subject will be made available to exhibitors both in full four-track magnetic stereophonic sound and regular one-track optical sound.

The first CinemaScope reel, titled "The Miracle of Stereophonic Sound," describes the operation of four-track high fidelity magnetic stereophonic sound, contrasting it with regular optical sound. The 11-minute reel currently is available to theatremen for showings in regular theatre programs.

Advertising slugs in one and two-column sizes also are being made available free by the company for theatre announcements of showings of "The Miracle of Stereophonic Sound."

Margolies Signed for 'Harry' Promotion

Albert Margolies and Co. has been engaged to do special publicity on the forthcoming Alfred Hitchcock VistaVision production, "The Trouble with Harry," it was announced by Jerome Pickman, Paramount's vice-president in charge of advertising, publicity and exploitation.

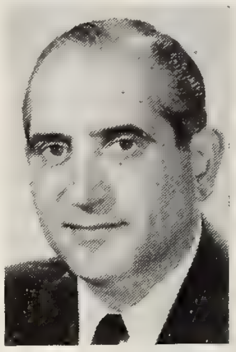
Hitchcock arrives here today from Hollywood to complete casting on the production and to start location shooting in Northern Vermont.

'Egyptian' Gross High

CLEVELAND, Sept. 6.—Despite a rain and hail storm, 20th Century-Fox's CinemaScope production, "The Egyptian," racked up a one-performance gross of $3,100 at the Hippodrome Theatre here on opening day. "The Robe" recorded a $3,789 gross for one performance at the theatre.

Samuel Berns Named Quigley Publications Hollywood Manager

Samuel D. Berns has been appointed manager of the Hollywood Bureau of Quigley Publications, effective September 7.



Samuel Berns

Berns joins the Quigley organization for general representation in Hollywood of Motion Picture Herald, MOTION PICTURE DAILY, Motion Picture and Television Almanac and Fame after a wide experience in motion picture journalism, exhibition and production.

Following a series of home office conferences with department heads of Quigley Publications Berns returned to Hollywood prepared to institute plans to amplify and extend the services of the publications to readers and advertisers.

In the furtherance of the new plans Berns will be associated with William R. Weaver, Hollywood editor.

Rubin Heads ASCAP N.Y. Area Division

Clarence Rubin, New York district manager of ASCAP, has been promoted to the newly-created post of New York area division manager, it was announced at the weekend by Jules M. Collins, ASCAP sales manager.

The new division in New York, it was explained, includes the district offices of New York, Newark and Philadelphia. It was further announced that George Kopp, division manager of the Chicago and Minnesota district, will also have the Detroit office under his supervision. Sam Feldman, assistant sales manager, will be in charge of the Eastern district field offices.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"SEVEN BRIDES FOR SEVEN BROTHERS"
in CINEMASCOPE starring
JANE POWELL - HOWARD KEEL
Color by ANSCO - An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

PRIVATE HELL 36
IDA LUPINO
STEVE COCHRAN
HOWARD DUFF
DEAN JAGGER DOROTHY MALONE
COOL PARAMOUNT B WAY at 43rd ST.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor. Published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

People

Earle Hendren, owner of the Capital Amusement Co., Erwin, Tenn., was guest of honor at a dinner in the Farragut Hotel, Atlanta, given by his friends in celebration of his 40 years in the entertainment industry. Hendren has operated theatres in several of the smaller communities of Tennessee.

◆

Carroll L. Puciato, president of Carroll Pictures here, is in Italy negotiating for a group of films which he will add to his program of releases for 1954-55. For the same purposes, he will also visit Paris and London.

◆

Leo F. Samuels, president of Buena Vista, the Walt Disney distribution subsidiary, has appointed **Leonard Mintz** to the company's sales staff. A 20-year veteran in the industry, Mintz was formerly associated with 20th Century-Fox and United Artists as a salesman and branch manager. He will make his headquarters in Philadelphia and cover the exchange areas of Washington, D. C. and Pittsburgh.

◆

Clyde Vaughan, veteran RKO Radio salesman in the Atlanta exchange, has resigned to become manager of the War Eagle Theatre, Auburn, Ga. Vaughan had been with RKO for more than 18 years.

◆

Bing Crosby has become a lifetime member of Washington-Kamloops, Inc., an organization to develop big-time fishing in the vicinity of Kettle Falls, Montana.

NCA Says It Will Picket Col. Branch

Special to THE DAILY

MINNEAPOLIS, Sept. 6.—North Central Allied plans to throw a picket line around Columbia Pictures' Minneapolis exchange tomorrow in protest against what NCA calls "Columbia's high rental policies," according to Benjamin N. Berger, NCA president.

Berger said on Friday that he had appointed Martin Lebedoff, Twin-Cities independent exhibitor, as chairman of the picketing committee and Lebedoff was to confer over the weekend with Stanley Kane, NCA executive counsel, on the wording of placards.

Kane said it was NCA's intention to hire persons outside the industry to carry the signs and said that he was satisfied that a protest such as that planned by NCA was entirely legal. He added that he had "no idea" how long the picketing would be continued, indicating that the "next move is up to Columbia."

Lebedoff could not be reached at home or at his theatres for comment.

The Columbia exchange, headed by H. Chapman as branch manager, is located on a Currie Avenue corner in the middle of the two-block-long Minneapolis Film Row. Chapman told the MOTION PICTURE DAILY correspondent that he "had not heard a thing about the picketing."

Reviews

"Suddenly"

(Robert Bassler-United Artists)

FRANK SINATRA continues in "Suddenly" the distinguished, earnest work which marked his last previous performance, that in "From Here to Eternity" which won him an Academy Award. That fact should add to the picture's draw as word gets around, and it will.

The role, that of a self-centered, criminal killer, is even farther from the original Sinatra-type than was the one in "Eternity." It is a wholly unsympathetic character that he plays. He gives it conviction and refuses to condescend to win even a modicum of audience sympathy. It is a standout performance.

The story of "Suddenly" is a provocative one although all of its possibilities are never fully realized. A killer is hired to assassinate the President of the United States as he is passing through a sleepy California town. The assassin and his aides find the perfect setup for their activities in a house overlooking the railroad station. They bluff their way in and make prisoners of its occupants including a former Secret Service man, his widowed daughter-in-law and her son.

Meanwhile, a group of Secret Service men, together with the town's sheriff, makes detailed plans for the protection of the President. When the sheriff and a government man come to inspect the house, the former is wounded and also taken prisoner and the latter killed. The rest of the picture deals with the tensions and emotions of the people caught in the bizarre situation. The eventual demise of the killers is brought about logically if a bit obviously.

Aside from Sinatra's brutish assassin, none of the characters are developed sufficiently to arouse much interest in them although Nancy Gates as the young widow is effective through her hours of anguish. The rest of the cast, including Sterling Hayden as the sheriff and James Gleason as the old man, is adequate.

"Suddenly" was directed by Lewis Allen and written by Richard Sale. It is producer Robert Bassler's first independent effort and he can thank Sinatra the actor for endowing it with quality. Running time, 77 minutes. General audience classification. Release in September.

"The French Touch"

(Times Film)

THE broad Gallic situation comedy for which many films imported from France have been noted, together with Fernandel, France's top comedian, in the stellar role, classify "The French Touch" immediately for those situations and audiences which have sampled the brand before and are prepared to do so again.

In this, Fernandel is a rustic sheep clipper who progresses to the shearing of dogs, dolls and ultimately Parisian women who bring their troubles to his hair dressing salon. Due to his touch, which some women find irresistible, and also to his pretensions, he becomes the most celebrated hairdresser in France. Eventually he carries his talents from the beauty parlor into the private lives of his customers. He makes middle-aged women young again, thus turning straying husbands into jealous suitors of their own wives. At the same time he becomes intoxicated with his own success and plots to rid himself of his own lovely wife and take on a younger partner till scandal do them part. The not very surprising denouement is the hero's realization that the simple life, represented by his realistic mate, is best after all.

What is eventually a moral tale is told almost entirely in boudoir terms. Perhaps not since "Getting Gertie's Garter" has there been such running in and out of bedrooms and confrontations by jealous husbands and lovers. Some of it is funny and some plain tedious. That it never quite runs over into bad taste is due primarily to the screen personality of the star whom audiences know as a good hearted buffoon incapable of real skullduggery.

Jean Boyer directed from a script co-authored with Serge Veber and based on a comedy by P. Aumont and M. Gerbidon. Times Film Corporation is the U. S. distributor. Among the women whose lives are changed by a hair-do are Renee Devilliers, Fernandel's understanding wife; Arlette Poirier, a busy demimondaine, and Blanchette Brunoy, the hero's most appreciative customer.

Running time, 86 minutes. Adult audience classification. Release date, Sept. 1.

'Dragnet' Openings Capture Big Grosses

"Dragnet" continued accounting for strong opening day grosses, topping receipts on "The High and the Mighty," in 14 more key city openings last week.

At the Paramount and Fenway, Boston, it did $6,515; Albee, Cincinnati, $5,023; Palace, Columbus, $3,269; Mary Anderson, Louisville, $2,729; Metropolitan and Ambassador, Washington, D. C., $6,509; St. Johns, Jacksonville, $1,612; Strand, Akron, $1,425; Ohio, Canton, $1,153; Stanley, Utica, $2,371; Troy, Troy, $2,069; Garde, New London, $1,236, and the Warner, Reading, $1,696.

Studio Wages Set New High in July

HOLLYWOOD, Sept. 6.—Average weekly earnings for motion picture employes (which includes telefilming) during July rose to $132.20, an all-time high, according to the Division of Labor Statistics and Research of the California Department of Industrial Relations.

This is an increase over the $130.38 average of June, 1954, and a considerable hike over the July, 1954, $116.91.

The average hourly earnings were $3.01, down one cent from June, up 34 cents from July, 1953. Average hours worked per week number 43.9, up slightly.

News Roundup

Paramount-Convair in Tieup

An advertising tieup to promote recruiting for the U. S. Air Force is being worked out by Paramount Pictures, producers of "Air Command," and Convair, builders of the huge B-36 inter-Continental atom bomber featured in the film. The campaign will break early next year and will be tied in with release of the VistaVision picture. A number of the nation's top magazines will be used.

◆

'Embarrassed'; No Damages

A $25,000 damage suit filed against the Johnson City Enterprises, Johnson City, Tenn., by Mrs. Mabel Trolson was decided in favor of the defendant. A similar suit brought by Mrs. Trolson's daughter, Mrs. Faye Bloomer, had been thrown out earlier. The two women charged they had gone to the Majestic Theatre and that, after an argument with the assistant manager, Mrs. Trolson was requested to leave the theatre. They claimed that they suffered "embarrassment and humiliation" because of the incident.

◆

Boston Meeting Postponed

Because of the hurricane of Aug. 31, which made transportation into Boston difficult, the regular fall luncheon meeting of Independent Exhibitors, Inc. of New England was postponed until Tuesday, Sept. 14 at the Hotel Bradford.

◆

Ends Tour for 'Egyptian'

A nine-week trip as advance man for "The Egyptian" has just been completed by Edward Feldman, of the 20th Century-Fox publicity department, who returned on Friday from Rocky Mount, N. C., his last stop on a Coast-to-Coast trip across Southern states.

Schwartz

(Continued from page 1)

documentary produced by Allan Dowling.

Schwartz said that production of the last of the planned pictures would start within a year and that additional story properties for long-range future production would then be sought.

At the same time, Schwartz disclosed that his exhibitor-financed organization would call for bids in competitive situations, but would not force them, reiterating, however, that none of the backers of the company would receive any favored position insofar as the acquisition of product is concerned.

At least two of the eight pictures to be made under the present schedule, said Schwartz, will be produced in Hollywood. These will be "Pistolero" and "Finian's Rainbow." The other six, he said, will be made abroad in locales required by their story content.

Schwartz plans to open D.C.A. offices here in about four weeks.

New Loew's Theatre Firm Is Chartered

ALBANY, N. Y., Sept. 6.—Loew's Theatres, Inc., the new company resulting from the Aug. 31 Loew's divorcement, has registered a certificate of incorporation to conduct a business as theatre proprietors, managers and directors and in a number of other show business lines, including real estate.

Authorized capital stock is $3,000,000, consisting of 3,000,000 shares at $1 par.

Class one directors, who will serve for a year, are: Archie Weltman and Gilbert Walerstein; class two, serving for two years, Harold J. Cleary and Matt J. Madden; class three, holding office for three years, Joseph R. Vogel and Leopold Friedman.

Three-Year Terms Set

The certificate provides that at the expirations of their terms, successors shall be elected for a term of three years, so that one-third the number of directors shall be elected annually. Cumulative voting for directors is authorized.

Loew's, Inc., a Delaware company which filed a statement designating its New York State offices for conduct of a general theatrical and amusement business, in December, 1919, is still active, according to records at the Secretary of State's office here.

Theatre in Censorship Suit Against Mass. Sunday Law

BOSTON, Sept. 6.—Brattle Films, Inc., operators of the Brattle Theatre in Cambridge, Mass., have filed censorship papers in Middlesex Superior court attacking the constitutionality of the Commissioner of Public Safety's granting Sunday licenses in the Commonwealth.

The Commissioner turned down an application by Cyrus Harvey, Jr., and Bryandt Haliday, Brattle Theatre officials, to exhibit the film "Miss Julie" on Sundays. The picture has been playing the house on weekdays.

Otis M. Whitney, commissioner of public safety, and John J. Curry, city manager for Cambridge, who has jurisdiction in the matter, have been named in the suit.

Permit Refused in February

The Brattle Theatre in February had applied for a license to show "Miss Julie" on Sundays but the house's request for a license was refused by the Department of Public Safety. The plaintiffs again applied for a Sunday license in June and once again were rebuffed.

The plaintiffs claim that these refusals constitute restraints of freedom and the rights of the petitioners which are protected by the First and 14th Amendments to the U. S. Constitution and also by Article 16 of the Constitution of the Commonwealth of Massachusetts.

They are asking the court for a declaratory judgment to establish the rights of all parties involved and to specifically decide whether the commissioner has the authority to refuse the license. The theatre also is asking the court to order the respondents to grant the license.

The issue involved is the constitutionality of the two sections of the law, Chapters 140 and 136. Chapter 140 permits the Mayor "upon such terms and conditions as he deems reasonable to grant licenses which he may revoke or suspend at pleasure." Chapter 136, regarding public entertainment on the Lord's Day "must be in keeping with the character of the day and the due observances thereof."

Three Suits Filed Earlier

These charges are the same as those filed earlier in the U. S. District Court here by RKO Radio Pictures in three suits against the Commissioner of Public Safety, Mayor John B. Hynes of Boston and Mayor Arthur Frawley of Lynn and other state officials.

The Boston law firm of Peabody, Koufman and Brewer, attorneys for Brattle Films, filed the case. In his office, Koufman said "We decided before filing this case that the proper remedy was in the state court rather than in the Federal District Court and therefore we filed in Middlesex Superior Court."

Answers have been filed by both Whitney and Curry. Whitney stated that he acted pursuant to the duty imposed upon him in Chapter 136, Section 4, and that his refusals were in good faith and not arbitrary or capricious and that the statute is constitutional.

Needs Approval of CPS

Curry answered that under Chapter 136, Section 4, he is not empowered to grant an effective Sunday license without the prior written approval of the Commissioner of Public Safety. He admits he is without knowledge of the propriety and character of the film "Miss Julie" as he has never had occasion to view it. The case will be heard in late September.

In the case of RKO vs. state officials, motions to dismiss the case from the Federal Court have been filed by the defendants. Judge William McCarthy is the first of the three judges to be assigned to hear it and the two other judges will shortly be chosen by Calvert Magruder, Chief Judge of the Circuit Court.

Record Players List Now at Universal

HOLLYWOOD, Sept. 6.—More than 60 stars and featured players supplementing Universal International's regular talent roster under term contract, are now represented in U-I films ready for release or scheduled for production, the studio announced.

This figure was reached with the signing of Charlton Heston to play in "The Private War of Major Benson."

The list includes such players as James Stewart, June Allyson, Jose Ferrer, Jane Russell, Kirk Douglas, Jane Wyman, Dana Andrews, Gloria Grahame, Jack Palance, Janet Leigh, and many others.

EVERYBODY who is ANYBODY in the amusement world will be at the . . .

ENTERTAINMENT INDUSTRY
annual
GOLF TOURNAMENT
sponsored by
NEW YORK VARIETY CLUB
at the
VERNON HILLS COUNTRY CLUB
TUCKAHOE, NEW YORK
THURSDAY, SEPT. 16th
PRIZES—FUN—AND MORE PRIZES
is the order of the day

ENTER NOW! *Only 200 Can Play!*

Count Me In

☐ Golf-Lunch-Dinner $20.00 ☐ Lunch & Dinner $15.00
☐ Dinner $10.00

Here is my entry for the Entertainment Industry's Golf Tournament to be held Thursday, September 16th, at the Vernon Hills Country Club, Tuckahoe, New York.

Name ....

Address ....

The Committee
Chas. A. Alicoate Chairman, Marvin Kirsch, Co-Chairman, Treas.; Orrin Dunlap, Sid H. Eiges, Edward L. Fabian, Wm. German, Dave J. Jacobson, Edward Lachman, Martin Levine, Burt Robbins, Ted Sullivan, Robert M. Weitman, Chris J. Witting, Max Youngstein, Francis X. Zuzulo.

Fill in and mail to Marvin Kirsch, Treasurer, Golf Tournament,
1501 Broadway, New York 36, N. Y.

In the THEATRE Equipment *& Refreshment* World . . .

. . with RAY GALLO

FLUORESCENT letters for use in interchangeable advertising copy displays will be exhibited by Wagner Sign Service, Inc., Chicago, at TESMA-TEDA-TOA-IPA Trade Show in Chicago, Oct. 31-Nov. 4. Called "Glo-Flo" letters, they are made of clear plastic and processed with a newly developed fluorescent material. By the use of black light, each letter becomes a separate light source not dependent on transmitted visible light or the translucence of the sign face. It is pointed out that they create colored light rather than lighted color.

"Glo-Flo" letters are processed on the back and do not pass the ultraviolet rays of the sun, which is said to make them fade-resistant. They are slotted for wind-proof mounting, like other Wagner letters, and are adaptable, with slight modification, to all present Wagner display frames.

•

Figures now available on June candy sales show that month to have been 8% over the same period last year. The first four months of this year turned in declines from 1953. Sales of manufacturers of candy and related products during June 1954, are estimated at $60,780,000.

•

Installations of equipment for presentation of CinemaScope productions are being made at the rate of about 400 *per week, reports L. B. McKinley, vice-president of Bausch & Lomb, Rochester. Of the theatres showing CinemaScope pictures, he said, more than 90% use B & L cylindrical anamorphic lenses.*

•

A toilet bowl cleaner said to dissolve readily all kinds of organic matter, has been marketed by Huntington Laboratories, Inc., Huntington, Ind., under the trade-name of "Sani-Tate." The product is also said to act as a deodorant.

•

RCA has issued a new brochure on its "Stereoscope" sound systems. Components of the systems are described and pictured, and specifications for the magnetic soundhead are given. The publication is identified as Form 2R8932.

Speed
Quality
Results
You Get All 3
WHEN GOOD-OLE-DEPENDABLE
FILMACK
MAKES YOUR
SPECIAL TRAILERS
1327 So. Wabash Chicago Ill
630 Ninth Ave New York

'7 Wonders'

(Continued from page 1)

Cinerama on its remarkable public career and I know of no man who has a better understanding of the power of the Cinerama camera to entertain an audience."

It was learned that Thomas plans to use some of the footage shot earlier by Merian C. Cooper, the former head of Cinerama production, before the Stanley Warner take-over. Cooper, at the time, planned a Cinerama picture bearing the same title.

Will Circle the Globe

It was announced that Thomas will supervise a five-month expedition which will circle the globe to photograph "a series of dramas involving the peoples of the earth. The expedition will number upward of 50 people, and will include a production crew, cameramen, writers, sound engineers and an administrative staff—headed by Hollywood director Ted Tetzlaff."

NYC Tax Suit

(Continued from page 1)

members of the Independent Theatre Owners Association and Metropolitan Motion Picture Theatres Association. The papers are returnable on Sept. 13.

Assistant Corporation Counsel Stanley Buchsbaum was reported as "very much annoyed" at the exhibitor move on the eve of the Labor Day holiday weekend and is expected to oppose the move for joining Century Circuit's Community and Queens theatres, RKO's Flushing Theatres, Loews' Willard Theatre and Brandt's Strand Theatre, all Queens' houses.

Buchsbaum and the exhibitor attorneys are awaiting a decision from Supreme Court Justice Percy D. Stoddart on motions for summary judgment which were heard last week. Stoddart reserved decision on the five per cent admission levy's legality pending further examination of affidavits.

Decision Could Be Vital

Judge Stoddart's decision in one way or another can determine whether the New York City amusement tax is legal under the State Enabling Act of 1947. Under the law, an admission levy has a limitation of five per cent. Breakage on the present tax exceeds that percent.

The temporary injunction which was issued in July by Supreme Court Justice Nicholas M. Pette curbs the collection of the tax breakage by the city. A hearing on whether the injunction should be made permanent is set for Sept. 13, but Judge Stoddart's decision could eliminate the need for it.

Speakers Stolen

BUTTE, Mont., Sept. 6.—Some 17 speakers were cut loose and stolen from the Bridgeport Drive-In Theatre here last week. A liberal reward has been offered by the management for their return.

HOWARD E. STARK
Brokers and Financial Consultants
TELEVISION STATIONS
RADIO STATIONS
50 E. 58th St., N. Y. EL 5-0405
Specialists to Motion Picture Industry

Television--Radio

with Pinky Herman

THIS pillar would be remiss in its obligations were it confined solely to TV and radio happenings, news and data of things and people in and around New York. Being a national—rather, an international trade journal of the motion picture, television and radio industries, the writer feels and has practiced the theory that our scope, if not entirely international, at least be national. Hence, anything that pertains to TV, motion pictures, radio, Broadway stage, etc., is considered within the domain of this scribbler and often finds its way into this space. With that in mind, we often journey thru the hinterlands to meet some of the people who are or make news and print what they say or do. Last week, we airlaned to Cleveland and Chicago and returned to our cubby hole on the 30th floor of the America's Building in Radio City, with our head brimful of human interest yarns and our heart grateful to the many radio and TV artists, producers, disk jockeys, station execs and press room staffs, for having made our short stay among them so pleasant.

We shan't attempt to inject into this one column any of the yarns we picked up, nor shall we attempt to single out any particular or singular talent but shall try to recall the names of those we met.

☆ ☆ ☆

IN CHICAGO we went first to WGN to greet old friends Claire and Saxie Dowell and while there renewed acquaintance with Ernie Simon and Buddy Black. Buddy introduced us to deejays Dick Coughlan, George Bauer. Sorry we missed saying "Howdy" to Jim Lounsbury but we'll do that next trip. At WBBM, our old pal music chief Caesar Petrillo chatted with us on the phone and introduced us to Lenny Kaye, record librarian and pianist Bob Acri. Over to WIND where we exchanged a few pleasantries with Howard Miller (we'll write about him, his talents and achievements in a subsequent column), Jim Mills, Ed Hubbard, Jay Trumpeter, Bernie Allen, Bill Guthrie (Bill also is heard regularly on "The Breakfast ABClub"), Lorene Younglove. At WGFL we met Don Sorkin and his associate Jim (see, we forgot his surname) and librarian Margaret Murray. Of course no visit of ours to the Windy City is complete until we've met ork pilot and songwriter Harry Kogen and sampled Naomi Kogen's culinary artistry. From Lunt Ave. where the Kogens dwell we taxied to NBC at the Merchandise Mart where we chatted briefly with Shan, pop deejay who got his radio start at WWRL right here in Woodside, L. I., and then we went to WJJD to see Ralph Blank, thence to WAAF and a pleasant chit-chat with Myron Schultz.

☆ ☆ ☆

IN CLEVELAND we walked in on Johnny Andrews' program at WTAM and thrilled to one of the pleasantest morning programs we've ever heard. His "Morning Bandbox," produced by Bud Ford and featuring lovely Frankie Lynn and Henry Levine's ork, is justifiably one of the most-listened-to of that city's morning programs. At WERE Bill Randle was on vacation sojourning in Bermuda but we did get to see and know Phil McLean, his charming wife Pat and her twin sister June, Carl Reese, Richard Reynolds, Joe Miyasaki, one of the most talented artists and photographers in that vicinity, engineers Nick and Roy. At WJW we spent several quippy minutes with young Todd Purse (formerly with ABChicago). Thence back to WTAM for a chat about old times with Glenn Rowell, half of one of the most famous early radio teams (Gene & Glenn), who is once again making people happy via his WTAM shenanigans. Gene Carroll is doing a great job as the top banana at WEWS (TV). Course we can't leave Cleveland without dropping in to see "The Millionaire Songwriter" Carl Lampl, among whose hits are "Close to You" and the current "Lonesome." Before we left for home we went to see Joe Mulvihill at WTAM, who had to leave in the middle of his program due to a sudden attack of the flu. Yet, sick as he was, he gave us ten minutes while we were waiting for his car to drive him to his home. (We checked and he's okay now.) We missed naming many others (oh, yes, Morey Davidson, w.k. songwriter, his beautiful wife Lilly and his three adorable children). Those we missed naming here, please forgive the unintentional omission and remember we'll be back soon.

Henry Levine

Pickman

(Continued from page 1)

months in setting up campaigns to achieve the maximum ticket-selling penetration. Extensive and complete market surveys of the 400 most important situations were completed in time for distribution at the meeting. These covered all the local newspaper, radio and television media.

Will Aid Local Promotion

It was stated that the survey data made possible for the first time complete coordination between sales and advertising, so that each can properly evaluate the manner and degree of penetration, and the facts can be utilized in the proper booking and local promotion of Paramount pictures.

Walker Heads

(Continued from page 1)

the Society's workers last year, an increase of over 10 per cent. A special friend to all persons in trouble while in transit, Travelers Aid has maintained its unique service in New York for nearly 50 years. The agency's trained social workers meet every ship arriving in the city to assist new arrivals while standing ready to assist any traveler, regardless of race, color, or religion, at the major terminals of New York.

More than 150 key civic and business leaders have joined with Walker to encourage urgently-needed support for Travelers Aid. He expressed confidence that the motion picture industry, which has been one of the strongest sponsors of the agency's good work in the past, will again be one of the leaders in aiding Travelers Aid.

Youngstein Aids

(Continued from page 1)

Youngstein and the decision of the Lodge's executive committee to make the contribution share certificate sale an important part of the 1954 fund-raising campaign of the Lodge on behalf of the B'nai B'rith agencies, including the Anti-Defamation League, the Hillel Foundations and the B'nai B'rith Youth Services, Robbins pointed to the success of last year's sale and urged all those in the industry who had participated to renew their purchases this year.

Youngstein will announce the members of his committee in a few days, according to Robbins.

Drive-in to Wometco

MIAMI, Sept. 6.—Wometco Theatres here has taken over the Coral Drive-In of this city from E. J. Millicker.

MITCHELL MAY, Jr.
CO., INC.
INSURANCE
●
Specializing
in requirements of the
Motion Picture Industry
75 Maiden Lane, New York
3720 W. 6th St., Los Angeles

35th ANNIVERSARY CONVENTION

◆

Allied Theatre Owners

OF NEW JERSEY, INC.

◆

AT THE FABULOUS

CONCORD

KIAMESHA LAKE, N. Y.

SEPTEMBER 21-22-23

PLAN TO ATTEND THIS CONVENTION
MAKE YOUR RESERVATIONS NOW

ALLIED THEATRE OWNERS OF NEW JERSEY, INC.
234 West 44th Street, New York
LAckawanna 4-2530

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 76. NO. 48 NEW YORK, U. S. A., WEDNESDAY, SEPTEMBER 8, 1954 TEN CENTS

Joins Protest

Regulation by FTC Urged by Harry Arthur

SCTOA Chief Proposes Agency to Abram Myers

WASHINGTON, Sept. 7.—Government regulation by an agency such as the Federal Trade Commission is recommended by Harry C. Arthur, Jr., president of the Southern California Theatre Owners Association, in a letter to Abram F. Myers, general counsel of Allied States Association. Pointing out that the SCTOA had been "toying" with the idea of asking government assistance for some time, Arthur said that his association had come to the conclusion that government regulation by the FTC "would be far superior to the regulation that we now are suffering from by the film companies."

Stating that he had noted with interest Allied's contemplated action for government intervention, Arthur wrote, in part:

"For many years the railroads operated in as high-handed fashion as the film companies do; they were warned repeatedly. Finally legislation was introduced making them subject to the regulation of the Interstate Commerce

(*Continued on page* 5)

Nathanson Opening Distribution Office

HOLLYWOOD, Sept. 7.—Sam Nathanson, veteran industry figure, has resigned as sales manager for Hal R. Makelim to open his own distribution offices here. He was with Columbia for many years and handled the road engagements of "Hamlet."

Rank's BOPE Has New Flexible Use Squeeze Print Lens

By PETER BURNUP

LONDON, Sept. 7.—J. Arthur Rank's British Optical and Precision Equipment Co. today announced the development of its new "Varamorph" flexible lens, claiming that it will enable exhibitors to project "squeeze" prints in any "squeeze" ratio which producers may adopt between 1.3 to 1 and 2 to 1.

It will also cover ratios from those of CinemaScope and VistaVision standards downward to 1.78 to 1 with a standard aperture plate. BOPE also claims the lens will suit other anamorphic ratios which may possibly be adopted by other producers later.

The new lens is being offered at a price of £390 ($1,092) per pair, compared with the current CinemaScope lens price here of £550 ($1,540) per pair.

A supply of the lenses will be avail-

(*Continued on page* 4)

Plan Broadway Shows

BOT Signs 1st Pact with Equity Covering Pay Scale

The first agreement covering payment schedules and working conditions for theatre telecasts of Broadway shows has been reached between Actors' Equity Association and Box Office Television, Inc., it was disclosed here yesterday by William P. Rosensohn, executive vice-president of BOT.

In its announcement, BOT said the agreement makes it possible to proceed immediately with plans to bring a series of at least three Broadway shows, kicking off probably with "Seven Year Itch," to theatres across the nation via closed circuit television. The present pact, it was added, covers a three-show series and will serve as a basis for renegotiation when the results of the series are determined.

Some of the principal provisions of the pact are:

The minimum payment to each actor

(*Continued on page* 5)

AA Sets 10 Releases Sept. Through April

HOLLYWOOD, Sept. 7.—Allied Artists production is being scheduled so that at least one top calibre picture will be released each month, Walter Mirisch, executive producer, said here today upon return from England, where he recently spent several weeks supervising "The Black Prince," the company's first multi-million dollar film and its first in CinemaScope.

The release of the company's big

(*Continued on page* 4)

Reply to Myers

LICHTMAN DOUBTS GOV'T AID NEED

20th-Fox Sales Head Gives Company's Stand on Allied's Committee Report

In reply to Allied States Association's sales policy committee's report to its board of directors, Al Lichtman, director of distribution for 20th Century-Fox, asserted that he did not believe that the government or any of its agencies could accomplish as much as "sensible business men who have been dependent upon one another."

Al Lichtman

In a letter to Abram F. Myers, Allied general counsel, Lichtman said that he sincerely believed that "without any attempt at disparaging anyone's efforts to do what they think is right, that the former so-called 'victories' that were obtained through the courts have possibly done as much harm as good for those who were instigators of the litigation that resulted in divorcement and the elimination of block booking."

Lichtman's letter to Myers, in part, read as follows:

"While it is difficult to set forth a sales policy that fits every condition of every theatre in America, in general our policy is based upon mutuality. Both parties must be successful to remain in business.

"My preference in dealing with exhibitors in general, except in very small situations, is on the sliding scale basis wher-

(*Continued on page* 4)

N.Y. Holiday Grosses Hit Lively Pace

Grosses, aided by the Labor Day weekend, hit a lively pace this week at most New York first-run situations, with "Seven Brides for Seven Brothers," "The Egyptian," "Rear Window" and "On the Waterfront" doing outstanding business.

At the Radio City Music Hall, a big $170,000 was forecast for the seventh week of "Seven Brides for Seven Brothers," bringing the picture's total gross at the Hall up to $1,235,000, a record for the house for a seven-week period.

At the Roxy, a smash $105,000 was seen for the second week of "The Egyptian," a second week figure which ranks higher than any other at

(*Continued on page* 5)

Top Stars Join in Balaban Tribute

Top stars of Hollywood and the rest of the amusement world will join leaders of the industry and its allied trades in making arrangements for the "$1,000,000 tribute" to Barney Balaban, president of Paramount Pictures, to be held Sunday, Sept. 26, at the Waldorf-Astoria Hotel here, it was announced yesterday by Samuel Markle, chairman of the tribute committee.

The tribute, which is being sponsored by the Metropolitan Council of B'nai B'rith, will salute Balaban for his "35 years of dedicated service to B'nai B'rith and his fellow man." Reservations for the testimonial will be by purchase of $1,000 in State of Israel Development Bonds.

The most recent additions to the dinner cabinet for the tribute, Markle reported, are Jack Benny, Eddie Can-

(*Continued on page* 5)

Rank Export Unit Opened to Outsiders

LONDON, Sept. 7.—A significant step forward in the overseas marketing of British films is seen in the announcement that the resources of J. Arthur Rank Overseas Film Distributors Ltd. are to be made available to all independent producers here.

George Minter's Renown Pictures is the first to make an arrangement with the Rank Organization. Minter's rising line of product will be released by J.A.R.O.F.D. throughout the world, except in the U. S. and Canada where Renown Pictures of America, Inc. already operate under Richard Gordon.

Personal Mention

MILTON R. RACKMIL, president of Universal Pictures, has returned to New York from the Coast.

•

JAY HAWKSWORTH, producer for Facett Films, Ltd., of England, and PHILLIP GLENVILLE, art director, will arrive here tomorrow from London via B.O.A.C. Monarch.

•

ROBERT BURTON, vice-president of Broadcast Music, Inc., will sail from here aboard the "Queen Mary" today for Europe.

•

RODNEY BUSH, 20th Century-Fox exploitation manager, has returned here following a vacation at Cape Cod.

•

LEO PILLOT, 20th Century-Fox special events director, has returned to New York from the Middle West.

•

OLIVIA DE HAVILLAND will arrive in New York Saturday by Royal Scot of B.O.A.C.

•

IRVING BERLIN returned to New York over the weekend from Hollywood.

•

JANE RUSSELL will arrive here today from Hollywood.

Services Today for Joseph C. Priore

Funeral services will be held here this morning for Joseph C. Priore, critic and staff writer for "The Film Daily," who died Sunday at the Lenox Hill Hospital. He was 40 years old.

Priore had served on the staffs of "Boxoffice" and MOTION PICTURE DAILY before joining "The Film Daily." He was with the 82nd Airborne Division during World War II. He is survived by his parents, a brother and three sisters.

Services will be held at the Walter B. Cooke Funeral Home, 180 E. 85th St.

Heavy Coast Booking For 'Duel' Sept. 15

HOLLYWOOD, Sept. 7.—David O. Selznick's "Duel in the Sun" has been booked day and date for Sept. 15 by 33 first run theatres in Los Angeles and other Southern California key cities, according to Frank I. Davis, Jr., president of Selznick Releasing Organization. The theatres include 14 drive-ins. Local houses playing it include the Stanley Warner Downtown and Wiltern, Hollywood and Picwood.

Pallette Funeral Held

HOLLYWOOD, Sept. 7.—Funeral services were held here for Eugene Pallette, 65, character actor who retired from films in 1945. Services were followed by cremation. The deceased is survived by his widow and a sister.

French Film Poll Reveals Prices Up, Attendance Off

WASHINGTON, Sept. 7.—The results of the first nation-wide public opinion poll on motion pictures in France has been published by the Centre National de la Cinematographie, according to the U. S. Department of Commerce. The poll was conducted during February and March, and purports to reveal the theatre-going habits of the French, according to income group, age, sex, geographic location, and size of community, and thereby furnish guides to remedying the "general crisis" of the French film industry. Film attendance in France has shown a consistent tendency to decline after having reached a 1946 peak of 419,000,000, while prices of admission continue to rise, the poll shows.

Stay-aways Total 36%

The following are some of the highlights of the study. Of the potential film-going populace, 64 per cent attend an average of 29 times a year, and 36 per cent do not attend at all. Reasons given for not attending pictures include: lack of time, lack of interest in current films and financial inability. The price of admission is considered too high by 23 per cent of those tested. Most of the theatre-going public do not consider any other form of entertainment as competing seriously with films. Motion pictures emerge as a familial, social center of entertainment. The "average" spectator is accompanied by 2.3 persons and looks forward to meeting friends at the local cinema. The intermission time is favored by three-fourths of the patrons. A majority are more favorably impressed by high standards of sound and production than the comfort and decor of the theatre.

Prefer Own, and Italian Films

The French tend to go to pictures through specific choice of films rather than habit. Color does not exercise a significant attraction to most spectators. The most popular types of films are detective, light romance, musical and historical. The quality of French films is placed first with Italian films second.

One criticism of the poll has been the shortcomings of the statistical sample. From a total population of 43,000,000, those under 15 years of age and all inhabitants of communities of less than 2,000 were excluded, leaving a base of about 19,000,000 people from which only 3,578 were interviewed.

MGM Testing Two 'Package' Projects

M-G-M will have two packages of reprints, each package to be made up of two pictures which were previously outstanding in their class. Loew's Theatres in five situations will test the packages on Oct. 7 or Oct. 8 and based on the results further distributions will be decided.

The first group will consist of "Father of the Bride" and "Father's Little Dividend," the package to be shown day-and-date in Loew's Theatres in Akron, Reading, Harrisburg, Syracuse and Hartford. The second due will comprise "Battleground" and "The Asphalt Jungle" and will be shown simultaneously in Cleveland, Canton, Memphis, St. Louis and Evansville.

Warners Acquires 'Old Man of Sea'

BURBANK, Sept. 7.—Jack L. Warner has announced completion of a deal with Leland Hayward for the production of Ernest Hemingway's "The Old Man of the Sea," with Spencer Tracy in the starring role.

No date for starting of the production has been set, because Producer Hayward is now on Midway Island where his "Mister Roberts" is before the cameras for Warner Brothers.

Schenck Hospitalized

HOLLYWOOD, Sept. 7.—Joseph M. Schenck is in the Cedars of Lebanon Hospital, Los Angeles, for a periodical checkup.

8,000 Re-release 'Luther' Contracts

About 8,000 contracts for the re-release of "Martin Luther" in October at popular prices are expected throughout the world, Cresson E. Smith, general sales manager for Louis de Rochemont Associates, and Henry Endress, chairman of the administrative committee of Lutheran Church Productions, jointly stated here yesterday during a conference for members of the trade press.

The religious picture, which de Rochemont produced in Germany on a $500,000 budget for Lutheran Church Productions, has already brought in $3,000,000 in film rentals from 3,000 U. S. bookings and about $200,000 in rentals from Canadian showings, Smith said.

Heavily Booked in Germany

Exhibited during its initial presentation at advanced prices, the picture has had 845 theatre dates throughout West Germany with runs from one to 10 weeks, Endress stated. Europa Films is handling the German distribution, he said.

The picture, which de Rochemont is distributing in the U. S., England, Norway, Sweden, Denmark, Finland, Switzerland, Holland and Iceland, and which 20th Century-Fox is releasing in other areas throughout the world, will open at the Guild Theatre in New York on Oct. 15 at popular prices, Smith said. "'Martin Luther' had a 14-week run at the Guild during its initial presentation with ticket prices scaled up to $1.80," the executives said.

New Eady Rates Will Yield More Than $8,400,000 Annually

By Staff Correspondent.

LONDON, Sept. 7.—At the present rate of business here the new Eady levy scales agreed upon last week and scheduled to be approved by the Cinematograph Exhibitors Association's general council tomorrow will have an estimated yield slightly in excess of £3,000,000 ($8,400,000) annually, as compared with the present £2,750,000.

The new rates will become effective Oct. 24 and will remain in force for three years.

At the four trade associations' meeting last week the producers had tendered revised figures showing that unaided production resulted in a loss last year of £2,200,000. They claimed additionally that they were entitled to £1 million as a "nominal" profit on their capital investment at 10 per cent. Moreover, it was urged that costs were rising on account of wages and the greater number of pictures being made in Technicolor.

Future Deficit Estimated

In all, producers estimated that on past figures their future deficit was likely to run in the neighborhood of £4 million. They agreed, however, that their share of increased rentals arising in the recent remission of tax would amount approximately to £400,000.

Eighty per cent of theatre admissions throughout the country are related to seats at prices less than 2s.7d. Major circuits therefore will be called upon to bear most of the increased levies.

Dowling to Head 'Contessa' Premiere

Robert W. Dowling, president of City Investing Co., chairman of the American National Theatre and Academy (ANTA), and New York philanthropist and civic leader, will serve as chairman of the premiere committee for the benefit opening of "The Barefoot Contessa," it was announced by Paul Comly French, executive director of CARE, the relief and rehabilitation agency which will benefit from the premiere of the United Artists release.

The opening, the first theatrical event ever sponsored by CARE, will take place at the Capitol Theatre here on Sept. 29. "The Barefoot Contessa" will begin its regular, continuous performance engagement at the Capitol the following morning.

A starting budget for advertising, publicity and exploitation of $500,000 has been set for "The Barefoot Contessa," Francis M. Winikus, national director of advertising, publicity and exploitation for United Artists, announced.

'U' Dividend

The board of directors of Universal Pictures, at a meeting held here yesterday, declared a quarterly dividend of 25 cents per share on the common stock, payable on Sept. 28 to stockholders of record on Sept. 17.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor. Published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke. Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

SHARE THE SUCCESS!

MASS APPEAL!

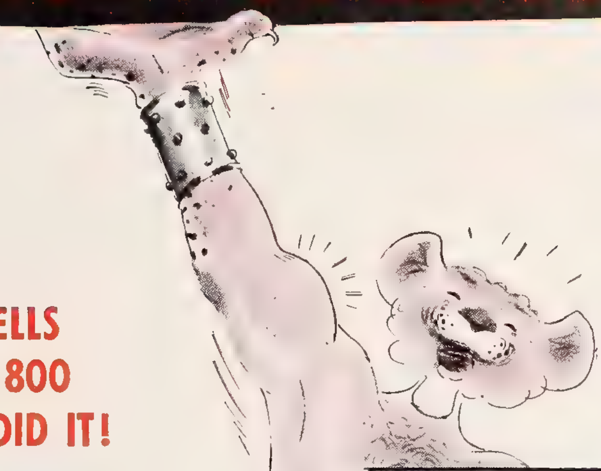
Life Magazine says: "As sharp a study of violence and intrigue as any popular melodrama today!"

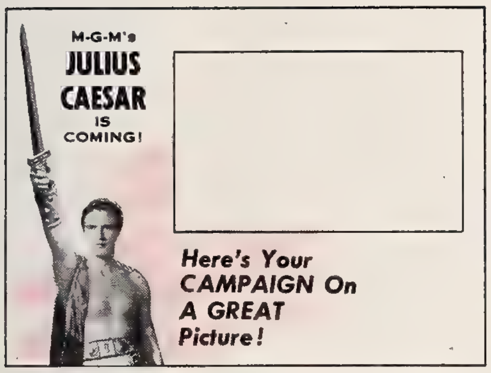
You can do it too, with M-G-M's monumental

JULIUS CAESAR

STUDENT APPEAL!

Tried and proven schoo tie-ups. You get sure-fire materials to bring out large student trade!





M-G-M's
JULIUS CAESAR
IS COMING!

Here's Your CAMPAIGN On A GREAT Picture!

THIS KIT TELLS YOU HOW 800 THEATRES DID IT!

Never have showmen had so complete a campaign based on successful engagements, with proven materials to work with.

CONTENTS

(With actual samples enclosed)

1. PRESS BOOK: The complete record. How to put on your engagement from start to finish. Reproduction of successful campaigns, ads, stories, tie-ups, experience from many cities.
2. SPECIAL SCHOOL MATERIALS: Study Guides, educational 1-sheets; captioned 11 x 14 stills; bulletin board placards; student discount coupons (extremely important).
3. NEWSPAPERS AND PUBLICITY: Ad mats, publicity mats, everything you need. Actual mats in variety of sizes included in kit.
4. LOBBY: Special, exciting, inexpensive display materials.
5. COMPLETE PACKAGE: No guess-work. Tried and proven. It's in the bag when you give it "the Julius Caesar treatment."

FLASH! PROMOTION!

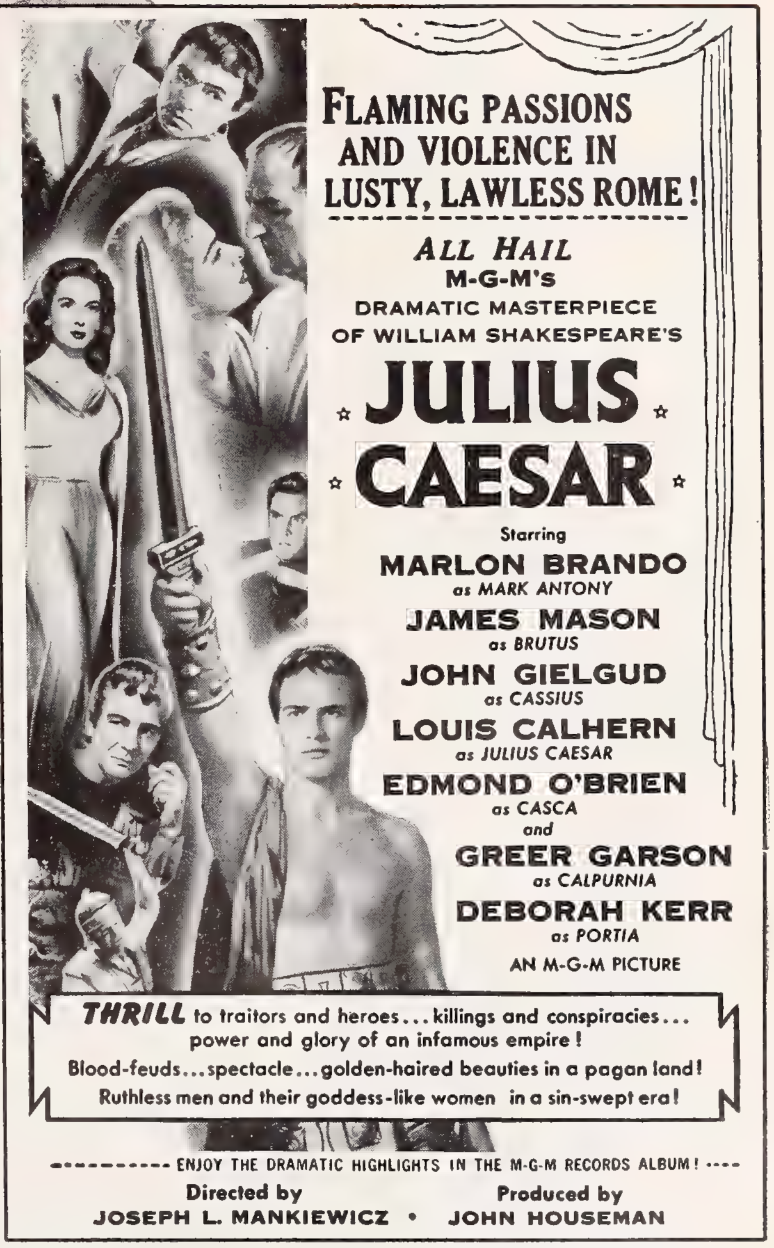
1. Contact Women's Clubs, Kiwanis, Rotary, etc. (See Federation of Women's Clubs letter in Press-book). 2. Book windows. 3. M-G-M Record dealer window tie-ups. 4. The Greer Garson recording. 5. How to distribute tabloid newspapers. 6. Library displays. 7. Lobby door panels. 8. Radio commentators. They like to discuss the picture.

HOT TIP! FOR SUBSEQUENT RUNS!

No matter how long "Julius Caesar" ran in its first-run, downtown engagement, there are BIG box-office possibilities left for neighborhood sub-runs. After one year downtown "Julius" did Great business in N. Y. neighborhoods. Ditto other cities. Most of your high-school students are waiting for it in their nearby neighborhood theatre. Go get 'em!

USE THE ACTION ADS! THEY SELL TICKETS

(Sample ad below)



FLAMING PASSIONS AND VIOLENCE IN LUSTY, LAWLESS ROME!

ALL HAIL
M-G-M'S
DRAMATIC MASTERPIECE
OF WILLIAM SHAKESPEARE'S
JULIUS CAESAR

Starring
MARLON BRANDO as MARK ANTONY
JAMES MASON as BRUTUS
JOHN GIELGUD as CASSIUS
LOUIS CALHERN as JULIUS CAESAR
EDMOND O'BRIEN as CASCA
and
GREER GARSON as CALPURNIA
DEBORAH KERR as PORTIA
AN M-G-M PICTURE

THRILL to traitors and heroes... killings and conspiracies... power and glory of an infamous empire! Blood-feuds...spectacle...golden-haired beauties in a pagan land! Ruthless men and their goddess-like women in a sin-swept era!

ENJOY THE DRAMATIC HIGHLIGHTS IN THE M-G-M RECORDS ALBUM!

Directed by JOSEPH L. MANKIEWICZ • Produced by JOHN HOUSEMAN

LONG-RUN SENSATION!

("R" designates Reserved Seats)

20 weeks ("R") in Los Angeles. 9 weeks ("R") in Boston, Toronto, Chicago. 18 weeks ("R") in San Francisco. 5 weeks ("R") in Cleveland, Cincinnati. In New York—5½ months ("R"), then 6 months "Continuous." Because "Continuous" proved successful in Dayton (held over) and Nashville, new policy started. "Continuous" for 15 weeks Philadelphia and Washington, 8 weeks Detroit. In small towns 2-day runs became 4-day, and 4-day runs became week runs.

Gov't Aid Not Needed, Says Lichtman

Urges Policy Based Upon 'Mutuality'

(*Continued from page* 1)

ever it is possible to secure accurate expense figures to calculate the scale on, and the expenses are not out of line with grossing possibilities. We cannot underwrite white elephants or excessive rentals to landlords any more than we can insure against competition or poor showmanship.

"While I prefer the sliding scale, it has always been my policy to try to do business with an exhibitor the way he likes to do business so long as the deals, whether they are worked on a straight percentage, sliding scale or flat rental, are fair to both parties.

"We have many years of experience. We also have records in our possession on hundreds of pictures played by all of the theatres we do business with. We know pretty well from those figures what should be a fair deal and what is not a fair deal.

"In launching CinemaScope (which incidentally has been a great boon to the industry—many exhibitors feeling that we saved the business by introducing it and developing it) we practically created a new business.

"Increased costs of production and increased costs of prints on the part of the distributor and the equipping of theatres on the part of the exhibitor entailed large investments so that both the exhibitors and ourselves had to hope and pray that the additional costs would be justified by increased income to the theatres and greater film rentals.

Sees Investments Justified

"Fortunately, for both the exhibitors and ourselves, the added investments have been justified by greatly improved grosses in theatres. So, basically, our selling policies have not changed. They have been, and are now and will continue to be patterned upon each exhibitor's ability to pay, with a view that both of us shall earn a reasonable profit on our respective investments.

"This does not make it possible for either the exhibitor or ourselves to make a profit on each and every picture because sometimes we do not gain public acceptance of a picture no matter how much we may invest therein. In that case we must take a big loss and, usually when we do that, the exhibitor too takes a loss, but in any case proportionately small compared to ours.

Answers 'Scope Rental Query

"The committee asked this important question: Are CinemaScope pictures barred from being sold at flat rental in small towns where the grossing possibilities are not more than $1,000 per week?

"This question also applied to small subsequent runs with small grossing possibilities.

"My answer, without hesitation, was squarely 'No'. We are perfectly willing to sell such theatres flat rental. As a matter of fact, in these situations we prefer to sell flat rental because playing percentage in these small possibilities entails preferred playing time. This is always a source of great argument with such exhibitors. It also entails checking which is done at a prohibitive cost in such small situations.

"I would also like to comment on the statement in your report which describes the shortage of film. Our company cut down the number of pictures to that we now produce from the number we produced in 1952 partly because of the conversion to CinemaScope, but principally because we found that the public is no longer interested in just motion pictures in quantity. They are very selective in the kind of pictures they will patronize.

Says Public Wants Good Films

"Today, as we all know, we have a very formidable competitor in home television, where the public can see shows that can be turned out in great quantity. Rather than to see an ordinary film, they stay at home and watch television. However, they will and do

Wants Quality, Not Quantity, In Production

go out and patronize the motion picture theatres when there is a fine picture. Our company recognizes this fact and we are trying to the utmost of our ability to produce nothing but the best within our power.

"We feel that this is a better policy than the one we pursued prior to the middle of 1953 when this company released as many as 42 pictures in one year and when a large percentage of those pictures proved to be losers for ourselves as well as most of our customers, the exhibitors. Since the advent of CinemaScope every one of the pictures produced in the manner above described has been a profitable picture for most theatres and for ourselves.

Points to Outside Producers

"However, recognizing the plea of the small exhibitor for more product we did contract with outside producers to produce some conventional pictures during this period of transition to CinemaScope.

"Most of those pictures we find very difficult to sell and it looks as if we may lose money on most of them. I am sure, if it shall eventuate that we will lose money, our customers will not have done very well with them either. So, this subject of numbers should be carefully looked into by your committee because I don't believe that just numbers of pictures is going to solve the problem of our business.

Asks for Harmony

"I want to assure you and your committee that there is no one in your association who has greater concern for the welfare of our business than the officers of this company. I believe that with the distributors and exhibitors working together in harmony, with an appreciation of each other's problems, we have a better chance for success than if we are at each other's throats and threatening one another with this, that or the other thing."

Review

"Sitting Bull"

(*Frank-United Artists*) *Hollywood, Sept. 7*
[*CinemaScope*]

PRODUCER W. R. Frank, a long-time exhibitor, proves that he knows the needs of his fellow showmen in this spectacular western in which CinemaScope is utilized to tremendous advantage. Filmed mainly in Mexico, "Sitting Bull" logically uses the great outdoors for most of its action. It combines the superb landscapes with the literally hundreds of extras used to cover them to a degree that is overpowering and sometimes sensational.

"Sitting Bull" is the story of that noted Indian leader around the time of Custer's much-dramatized last stand. While the accuracy of some of its history might be questioned, the writers, Jack DeWitt and Sidney Salkow, have come up with several interesting departures from the usual cavalry-and-Indian story. Custer, for instance, is not painted as prettily as in the past, but more realistically as a demoted colonel, who through his egotistical disregard for orders was indirectly responsible for the infamous battle which bears his name. And the love story, though unnecessary, presents a triangle that is handled intelligently if unexcitingly. And though the climax of the picture shows someone arriving in the nick of time, it is not the cavalry charging with trumpets blaring but a lone Indian trying to prevent his white friend's execution. These dramatic assets augment the physical ones and add up to a very good picture indeed.

Dale Robertson stars in the film as a young cavalry officer who resents the unemotional, at times inhuman, treatment that the conquered Indian is receiving. His efforts on their behalf only result in his demotion twice and in losing his fiancee. When President Grant intervenes to prevent his being court-martialed, Robertson convinces him that he can talk to Sitting Bull who is the spiritual leader of all the Sioux nations. Many of the Sioux factions want war, but Sitting Bull wishes to keep the threadbare peace because he knows another bloody outburst can only mean death and eventual defeat, even in victory.

Robertson and Sitting Bull come to an understanding that the President will meet the Indian leader in the latter's territory. But before Grant arrives, Custer, who was sent for protection, disobeys his orders to hold fire and the decimating battle begins. This holocaust is one of the longest, loudest, most overwhelming things of its type to be seen on the screen in years. It leaves the spectator breathless.

Robertson manages to escape, reaches Sitting Bull in time to convince him that peace is better for all and then leads the Indian's men through the Army lines. When he returns, he is sentenced to death for helping Sitting Bull and for being a traitor. It is then that Sitting Bull comes forward on his behalf just as he is about to be shot.

Robertson is convincing as the man who wants to help the oppressed Indian. Mary Murphy as his sometime sweetheart and John Litel as her father, the general, are both competent. J. Carrol Naish, the actor of many nations, plays Sitting Bull and manages to inject a fresh note in the now-standard role of the Indian who wants peace. A particularly ingratiating part is played by Joel Fluellen as the former Negro slave, befriended by the Indians, who helps Robertson in his chores. The rest of the cast is unknown and barely adequate.

Frank co-produced the picture with Tele-Voz de Mexico and Salkow directed. The Eastman color is generally good and the CinemaScope photography by Charles Van Enger and Victor Herrera is excellent. "Sitting Bull," equipped with more than the standard necessities of the western could easily be one of the big grossers of the year in that category.

Running time, 105 minutes. General classification. Release date not set.

WILLIAM R. WEAVER

Rank's Lens

(*Continued from page* 1)

able in November from GB-Kalee. Meanwhile, a limited number of CinemaScope lenses is being imported by the latter to meet urgent requirements pending the commencement of delivery of the new Varamorph lens.

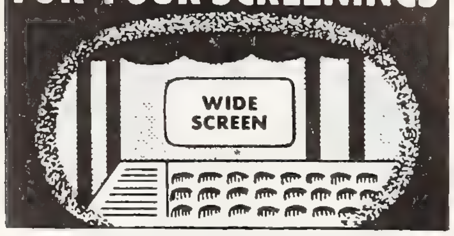
Trade circles here believe the development clearly will aid in relieving the present bottleneck in supplying the demand for anamorphic type lenses here.

A.A. Releases

(*Continued from page* 1)

pictures is set as "The Human Jungle," September; "Tonight's the Night," "Danger Point," "Target Earth," October; "The Bob Mathias Story," November; "John Brown's Raiders," December; "The Big Combo," January; "Shotgun," February; "The Annapolis Story," March; "The Black Prince," April.

"SHOWPLACE OF THE EAST"
FOR YOUR SCREENINGS



• Three Channel interlock projection
• 17½mm & 35mm tape interlock
• 16mm interlock projection
CUTTING & EDITING ROOMS AVAILABLE
MOVIELAB THEATRE SERVICE, INC.
619 W. 54th St., N. Y. 19, N. Y. • JUdson 6-0367

National Pre-Selling

The "Brigadoon" campaign

THE build-up for "Brigadoon" gets under way on a comprehensive scale this month. Following is an outline which indicates the diversified character of the advance promotion for this picture.

IN MAGAZINES — Full-color page ads in "Life," "Look," B&W page in "Christian Herald," and one-half-page ad in the Metropolitan edition of "New Yorker." Also, "Picture of the Month" ads will appear in "Woman's Home Companion," "Redbook," "Seventeen," "True Story," "Look," "Cosmopolitan," "Parents," "McCall's," "Collier's," "Good Housekeeping" and "American Magazine," in addition to the Lion's Roar column in "Saturday Evening Post."

TIE-UPS—Greta Plattry, sports clothes manufacturer, will feature special tie-ins at 100 department stores across the nation. These stores are listed in the August issue of "Harper's Bazaar," in conjunction with four full-page ads in color. Scandinavian Airlines is offering five free flights to Scotland to the store heads who create the best "Brigadoon" co-op ads, window displays and fashion shows. Also tieing in with "Brigadoon" are: McGregor Sportswear, Libby Glassware, Paris Shoes, and Pioneer Suspender Co.

MUSIC—M-G-M Records sound track album in all record speeds, for local disc jockies, can be obtained by theatre managers from Sol Handwerger, M-G-M Records, 701 Seventh Avenue, New York, N. Y.

TV—On Dave Garroway's network show "Today," Sept. 9, live models will wear Greta Plattry's "Brigadoon" fashions. TV cards for use on local TV stations for 10 or 20-second spots can be obtained from the Q. Q. Title Card Co., 1243 Sixth Avenue, New York, N. Y.

TWO CAREERS TAKE A TURN

The current issue of "Life" Magazine devotes a three-page picture and text feature to the achievement of important stardom by Rock Hudson in Universal - International's "Magnificent Obsession." With "Life" thus devoting important space to "Magnificent Obsession," it gives Universal a complete round of national magazine coverage on the picture which is enjoying excellent business throughout the nation. WALTER HAAS

Labor Day Steps Up New York Grosses

(Continued from page 1)

the house with the exception of "The Robe."

Both the Hall and the Roxy, as well as a number of other Broadway houses, had extra performances on Labor Day to accommodate the holiday crowd.

"Rear Window" at the Rivoli, now in its fifth week, is expected to do a neat $48,000, while a great $57,000 is forecast for the sixth week of "On the Waterfront" at the Astor. A nice $32,000 is indicated for the 11th week of "The Caine Mutiny" at the Capitol.

"Dragnet" at the Victoria is expected to hit a healthy $35,000 for its third week. Also doing well is "Duel in the Sun," the re-issue, which is expected to rack up a fine $35,000 for its initial week. At the Paramount, a pretty good $40,000 was seen for the first week of "Private Hell 36."

"Magnificent Obsession," which wound up its five-week run at Loew's State yesterday, bowed out with an estimated solid $27,000. "Betrayed" is the State's current attraction.

"This Is Cinerama" continued to attract the tourists as well as native New Yorkers, with a fine $30,338 estimated for its 65th week, which ends on a Saturday, at the Warner.

The seventh week of "Living It Up" at the Criterion is due to show a very good $21,000, while a fair $9,500 is seen for the first week of "Three Hours to Kill" at the Globe.

Among off-Broadway houses, "High and Dry" at the Sutton opened strong, with an estimated $18,000 seen for its first week. Another strong opener was "Little Kidnappers" at the Trans-Lux 60th Street, with a first week gross of $11,000 indicated.

At the Fine Arts, a big $14,700 is forecast for the third week of "Vanishing Prairie." The long-standing "Lili" at the Trans-Lux 52nd Street is expected to do a lilting $7,300 for its 78th week. "Cangaceiro" at the Normandie is slated to hit a very good $9,000 for its first week, while a nice $5,000 was seen for the 12th week, which ended Saturday, of "Hobson's Choice" at the Paris.

'Egyptian' Grosses Climb Nationally at Weekend

"The Egyptian" continued its strong box-office pace across the nation, racking up outstanding Labor Day Weekend grosses.

Over the holiday weekend, at the Hippodrome, Cleveland, a resounding $27,000 was realized, while at the Palace, Dallas, a big $15,990 was registered. At the Worth, Ft. Worth, Texas, $13,211 was chalked up by the picture for the weekend.

In Miami, at Carib's Miracle, Carib and Miami theatres, "The Egyptian" amassed a combined total of $35,000.

Harry Arthur

(Continued from page 1)

Commission. Much protest is being registered by the presidents of the various railroads who feel that they would like to operate unhampered by any such regulation.

> **"I have noticed some advertisements, particularly in an issue of Time Magazine three weeks ago, where the presidents of the various railroads complained of this regulation. The packers were in a similar situation. They operated in a very high-handed manner. Finally after repeated warnings they were put under the regulation of the Federal Trade Commission.**
>
> **"It seems to me that the motion picture distributors are ignoring the storm signals and will probably continue to operate in such a high-handed manner that they will eventually have regulation. The purpose of this letter is to suggest to you that that might be the form that would do the industry the most good. Not that you need any suggestions from us but I thought I would acquaint you with the trend of our thinking.**

"It is certain that we wouldn't be any worse off if we did have regulation by the Federal Trade Commission. One thing it would do would be to prevent the unconscionable admission prices for pictures which do nothing except increase the rentals.

"The gimmick which they have now of 70-30-10 sounds well on paper because it appears as though the exhibitors are guaranteed a profit. But when they put that 50 per cent floor under it for the second and subsequent weeks they are guaranteeing the distributor against loss.

"When the exhibitor raises his admission prices he is giving the distributor at least 70 per cent and in some cases more of what his price increase is. He is also draining his patrons of their amusement dollar, causing them to skip the pictures that do not happen to be outstanding. Soon the exhibitor finds himself running outstanding pictures limited to a 10 per cent profit and losing money on all the rest."

Balaban

(Continued from page 1)

tor, Bing Crosby, Bob Hope, Grace Kelly, Janet Leigh, Jerry Lewis, Dean Martin, Sophie Tucker, General John Reed Kilpatrick, president of Madison Square Garden Corp., and Nat Lefkowitz, of the William Morris Agency.

The committee planning the dinner to Balaban for his contributions to patriotic and humanitarian causes is made up of industry leaders, as well as top figures in B'nai B'rith.

A high point of the effort to make the Balaban tribute an outstanding success will be a luncheon for the industry to be given by Jack Cohn, executive vice-president of Columbia Pictures, and Simon H. Fabian, president of the Stanley Warner Corp., Friday, at the Astor Hotel.

Tribute, Also, to Israel

The tribute committee's decision to sell $1,000,000 in Israel bonds in honor of Balaban is in keeping with the Paramount executive's deep interest and desire to help the young nation of Israel in its struggle to attain economic independence. Balaban is a member of the board of governors of the State of Israel bond organization, and he is also a trustee of the Guardians of Israel, an honor organization of Americans dedicated to the economic defense of Israel.

Proceeds from the sale of State of Israel Development Bonds provide the major source of investment capital for the building and expansion of Israel's new industrial and agricultural projects. The bonds, redeemable in United States currency, are of two types: dollar coupon bonds, maturing in 15 years, yielding 4 per cent interest payable semi-annually; and dollar savings bonds, due in 10 years and yielding a maturity value of 150 per cent of the issue amount.

'Norman' Title Role To Jack Palance

HOLLYWOOD, Sept. 7.—Jack Palance has been signed by director-writer Charles Marquis Warren to star in "The Norman," a story of William the Conqueror, to be produced next spring by Commander Films, Warren's own company. Warren will direct from his own screenplay in England and France in color for wide screen.

BOT Signs

(Continued from page 1)

shall be $342.50 or the contractual weekly salary involved, whichever is higher, for a telecast to 40 or fewer theatres.

The minimum payment to each extra as defined by Equity shall be $83.50 for a telecast to 40 or fewer theatres.

Payment shall be made to each member of the company for each theatre in excess of 40 theatres in which the closed circuit telecast is shown, at a pro rata of the original fee in an amount to be negotiated at a later date.

The audience shall be so arranged as to allow free movement of the cameras so as to give due regard to the artistic results.

Other provisions govern rehearsal charges for actors and extras and a clause bars any kinescope being used for other than reviewing purposes.

Under the agreement, a BOT spokesman estimated production costs for a theatre telecast at $10,000 and up, varying with the talent being employed.

FLY B·O·A·C

The Monarch

ARISTOCRAT OF THE AIR

Direct

New York • London

BRITISH OVERSEAS AIRWAYS CORPORATION

Reservations through your travel agent or call B.O.A.C. at 342 Madison Ave., New York 17, N. Y., tel. MU 7-8900

Available Soon...

FREE!

THE CINEMASCOPE PARADE

Color by TECHNICOLOR

Narrated by DARRYL F. ZANUCK

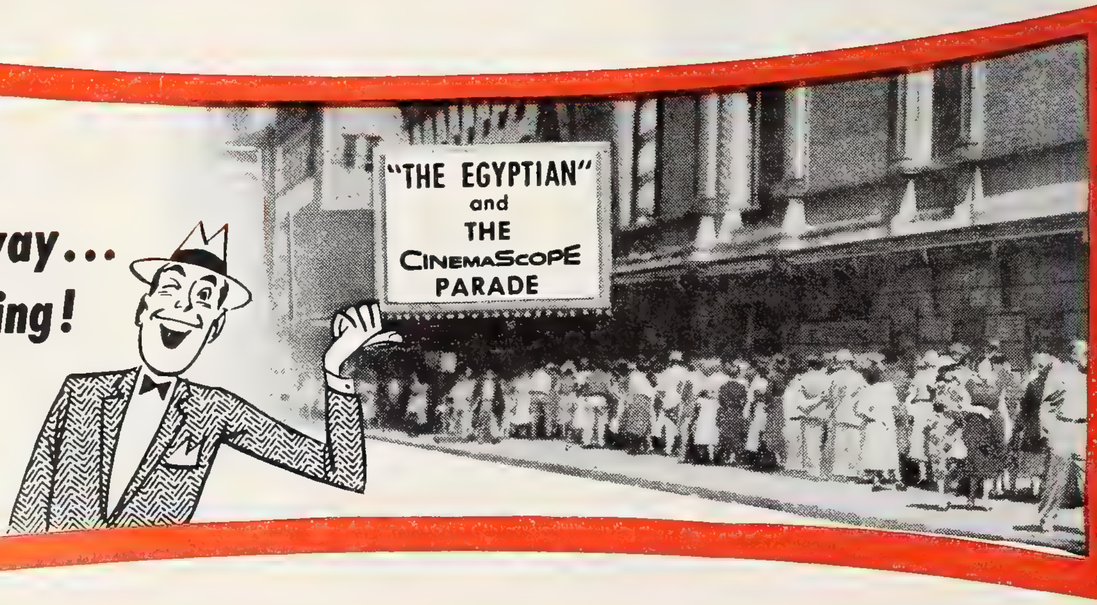
2 reels of great entertainment!

A real novelty your audiences will enjoy while it pre-sells the wonderful 20th **CINEMASCOPE**... attractions coming to your theatre!

Available in **4-TRACK MAGNETIC STEREOPHONIC SOUND** and **1-TRACK OPTICAL SOUND**

Get in touch with your branch manager immediately and ***DATE IT NOW!***

Alert showmen will play it right away... and keep the boxoffice parade moving!



FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 76. NO. 49 NEW YORK, U. S. A., THURSDAY, SEPTEMBER 9, 1954 TEN CENTS

To Start Monday

275 Theatres Here Join in Tax Hearing

67 Independent Affidavits Now Filmed With Court

New York City attorneys, representing an approximate 275 circuit and independent theatres, will appear in Queens County General Court on Monday morning, seeking permission to join the four circuits, Loew's, RKO Theatres, Century and Brandt Theatres, in their suit against the city's five per cent admission tax.

The local theatre operators have served New York City Assistant Corporation Counsel Stanley Buchsbaum with 67 independent affidavits to date asking permission to become participants in the suit. Loew's, RKO, Skouras Theatres and Century are ex-

(*Continued on page* 5)

Wolfberg Sells Three Coast Houses to Join Makelim as Official

HOLLYWOOD, Sept. 8.—John M. Wolfberg, veteran exhibitor and member of the board of Allied States, has disposed of his local theatre interests to join Hal R. Makelim in his organization of the Makelim Plan. Wolfberg will take over fulltime executive duties immediately, and will appoint additional salesmen at once.

Wolfberg, who was one of the members of the original committee appointed by Allied States directors to

(*Continued on page* 4)

NT Leases Theatre To TNT for Bout

Special to THE DAILY

HOLLYWOOD, Sept. 8.—National Theatres, which last month had refused to carry the Rocky Marciano-Ezzard Charles heavyweight championship bout on Sept. 15 at the original 50-per-cent-guarantee terms, has leased its Fox Wilshire Theatre, its only house equipped for theatre television to Theatre Network Television, which is close-circuiting the bout on that night.

National Theatres last month canceled 16 theatre-TV equipment installation orders reportedly because of TNT's increase in its terms for the heavyweight contest.

RULING ON TV FILM LICENSING REQUESTED BY ROGERS, AUTRY

By J. A. OTTEN

WASHINGTON, Sept. 8.—Roy Rogers and Gene Autry have asked the Supreme Court to bar Republic Pictures from licensing their old films to television against their wishes.

In separate appeals, Rogers and Autry asked the high court to reverse a ruling of the Ninth Circuit Court of Appeals which gave Republic the right to license these films as it saw fit. Separate appeals were filed since the issues differed slightly in the two cases. The District Court had found for Rogers but against Autry, while the Circuit Court found against both stars. Involved are some 80 Roy Rogers films and 57 Gene Autry features.

Court Is Now in Recess

The high court will probably indicate whether or not it will take the cases soon after it resumes sitting early next month. The court is presently in recess for the summer.

In his appeal, Rogers contended that his contract with Republic specifically reserved to him all 'rights for commerical exploitation of his films. The Circuit Court had ruled that these rights were limited to his name, picture and voice outside of the films but did not include his name, picture and voice in the films, and that therefore Republic could freely license the films.

The case is of "of vital importance to the entire motion picture and television world,"

(*Continued on page* 5)

Majors Favor SuitDismissal

Special to THE DAILY

WASHINGTON, Sept. 8.—The major distributors told the Supreme Court today that lower courts were correct in throwing out an anti-trust case against them by the owner of the Bryn Mawr Theatre in suburban Philadelphia.

F. E. Harrison, owner of the theatre, sued eight major distributors, Warner Brothers Circuit Management Corp. and Stanley Co. of America, charging a conspiracy to make the Bryn Mawr Theatre play films behind the Warner Theatre in the area. The District Court threw out the suit and the Third Circuit Court of Appeals sustained the decision.

Miss Harrison appealed to the high court, arguing that the lower courts were in error in refusing to allow the Paramount suit consent decrees as prima facie evidence of the alleged unlawful motives of the distributors and in refusing to direct a verdict for

(*Continued on page* 5)

Branch Units Now Will Vote

New Eady Plan Payment Schedule Okayed by CEA

LONDON, Sept. 8.—The general council of Cinematograph Exhibitors Association at its meeting here today endorsed the plan for settlement of the new Eady levy dispute which had been agreed to by its officers last week. Details of the settlement have been published earlier in MOTION PICTURE DAILY.

Since the CEA constitution requires formal ratification of such actions by the branch organizations throughout the country, the latter have now been instructed to vote on the settlement plan and make their replies known to CEA before the next meeting of the general council on Oct. 13.

However, ratification by the branches is assured in view of the government's strong hint that a statutory schedule is inevitable if the trade fails to come up with its own plan. Provincial exhibitors here want no more of the government in their business than they have already.

NCA Halts Picketing Columbia Exchange

MINNEAPOLIS, Sept. 8.—North Central Allied has postponed "at least until Monday" any decision on its plan to picket the Columbia Pictures exchange here as a protest against the company's rental policies, Stanley L. Kane, executive counsel, said today.

Kane would give no reason for the delay in carrying out the protest demonstration which was first announced for early this week and which ap-

(*Continued on page* 4)

Names 3 Majors

Offer to Adjust Terms Cited by Allied Group

But Special Committee Finds Others 'Wanting'

The policy of possible hardship adjustments in the sales terms of 20th Century-Fox, Metro-Goldwyn-Mayer and RKO Radio Pictures received the guarded praise of the Allied Special Committee which visited distribution sales managers here last month.

The disclosure was enclosed in the 13-page bristling report of the committee, released here yesterday, the report which had in a measure formed the basis of Allied's proposal to take its complaints to the government for redress.

The committee report held that 20th-Fox, M-G-M and RKO Radio Pictures felt "that an exhibitor is entitled to earn a profit as his contribution to the joint enterprise" on the basis of its interviews with Al Licht-

(*Continued on page* 5)

Indiana Asks Right To Collect Tax on Out-State Rentals

By Staff Correspondent

WASHINGTON, Sept. 8.—The State of Indiana asked the Supreme Court to rule that it could levy its gross income tax on film rentals paid by Indiana exhibitors to out-of-state film exchanges.

The case appealed to the high court involved an attempt by Indiana to levy the tax on film rental income received by the Chicago exchange of Warner Brothers Pictures from ex-

(*Continued on page* 5)

Eyman Named Ohio Chief Film Censor

COLUMBUS, O., Sept. 8.—R. M. Eyman, assistant state superintendent of education for nine years, was appointed state education director and chief film censor by Gov. Frank J. Lausche. Eyman succeeds Dr. Clyde Hissong, who has resigned to return to Bowling Green State University.

Eyman is 59 and a former teacher-administrator and Fairfield County school superintendent. He holds a doctor's degree from Ohio State University.

Personal Mention

IRVING MACK, head of Filmack Trailer Co., Chicago, is visiting in New York from there.

•

WILLIAM ZIMMERMAN, industry executive and attorney, accompanied by IRWIN WOLFSON, realtor, and FLOYD MCKEE, vice-president of Bankers' Trust Co., will leave here on Friday for Andros Island, in the Bahamas, on business.

•

GWEN VERDON, who will play in "Gentlemen Marry Brunettes," to be made in England, left here yesterday via B.O.A.C. Monarch for London.

•

GEORGE CUKOR, director, will arrive in New York from the Coast tomorrow, and will leave here Sunday for Paris enroute to Bombay.

•

ELIZABETH TAYLOR and MICHAEL WILDING are scheduled to arrive here today from England via B.O.A.C. Monarch.

•

GENE ALLEN and GEORGE HUENE, M-G-M cameramen, will leave New York today for Europe.

•

OLIN CLARK, M-G-M Eastern story head, has returned to New York from England.

•

L. P. DUDLEY, British cinematographer, arrived here yesterday from England.

•

SPENCER TRACY will leave New York on Saturday for Europe.

•

MARILYN MONROE will arrive here by plane today from Hollywood.

U. A. Party Marks Company's Progress

United Artists executives were hosts at a party at the New York home of Arthur Krim, president, yesterday at which trade press publishers, editors and other representatives were guests. The party celebrated the continuing progress of U.A. and served as an acknowledgement of trade press cooperation during its recent period of growth.

Krim and Arnold Picker, U.A. vice-president in charge of foreign distribution, are scheduled to leave here Saturday on an extended tour of the company's outposts in the Far East.

Among those at yesterday's social event in addition to Krim and Picker were: William Heineman, Max E. Youngstein, Robert Benjamin, Milton Cohen, Leon Goldberg, Martin Quigley, Mori Krushen, Francis Winikus and Al Tamarin.

Decca Pays 17½c

Directors of Decca Records, Inc., yesterday declared a regular quarterly dividend of 17½ cents per share on the company's capital stock payable on Sept. 30 to stockholders of record on Sept. 20.

Eyes Foreign Market

British Board of Trade Asks Techniques Review

By PETER BURNUP

LONDON, Sept. 8.—Turning its eyes momentarily from the Eady Fund, the Anglo-American monetary agreement and allied matters, the Board of Trade wants to know what is happening to CinemaScope and other new techniques this side. The Board's Films Division has addressed an official letter to the British Film Producers' Association asking for a review of the situation, particularly as it affects overseas markets.

Asks to Be Kept Informed

The association will inform Whitehall that the matter is kept under urgent and continuous consideration and that its members have been asked to report their experiences and views of developments to date. There will, however, be no immediate spate of full CinemaScope or VistaVision projects in the near future.

It is pointed out that conditions prevailing in the U. S. do not obtain here. American-made CinemaScope pictures, it is claimed, can be absorbed readily in their own domestic market. British producers want to be assured of a market before embarking on the considerable capital investment involved in re-tooling for new techniques.

Conventional Grosses Good

Moreover, British films in conventional ratio-aspects have lately been chalking-up remarkable grosses. A number of them now in distribution are taking as much as and, in some cases, more than CinemaScope subjects. So long as that situation persists, producers see no reason for rushing into revolutionary changes. Most of them, however—so their association will inform the Board of Trade—are making their films to cover wide but not "excessively" wide screens and certainly not in stereophonic sound. They claim that the cost of making two versions would be prohibitive.

"We are keeping well abreast of the situation," says BFPA's president Robert Clark.

Certain American companies, notably 20th Century-Fox, are interested in CinemaScope production here employing British untis. "That's an admirable way of getting experience," comments Mr. Clark.

Meanwhile, American distributors here are giving concerned consideration to a number of matters arising out of wide screen developments including, in particular, printing costs. It is estimated that a Technicolor print of a CinemaScope subject costs from £350 to £400. Fifty prints might ordinarily service the present demand, but, in a situation where more than one aspect ratio and sound system require to be met, up to 100 prints will be needed.

The majority of exhibitors claim that a screen ratio of 1.85 is the maximum their theatres can accommodate. They maintain also their vigorous resistance to stereophony and insist on optical sound tracks. It seems likely that two versions of all wide-screen subjects will continue to be necessary here in the foreseeable future.

One inescapable circumstance clearly emerges, however, in the current confused situation. That is that present "barring" practices will be completely changed in the transition to wide-screen, which will lead in turn to the unsnarling of the release pattern which Spyros Skouras and Murray Silverstone have never ceased to demand.

Loew's UATC Talks Held Progressing

Negotiations looking toward the divorcement of joint interests in six theatres held by Loew's Theatres and United Artists Theatres Circuit are progressing, it was learned here yesterday.

Loew's Theatres, under terms of its consent decree, is required to divest itself of the jointly owned theatres in the following cities: Louisville, Pittsburgh, Columbus, O., and Baltimore.

James High, 79

PORT ANGELES, Wash., Sept. 8.—James Jack High, 79, veteran motion picture operator, died at his home at East Stanwood, Wash., of heart attack. He was a native of Columbus, O. For many years he was chief projectionist at the Orpheum Theatre, Seattle. He designed and installed also the projection booths at the Blue Mouse, Liberty and Coliseum theatres in Seattle.

Broadway Assn. to Cite Skouras, 20th

Spyros P. Skouras and 20th Century-Fox will be honored by the Broadway Association here with a special citation marking the first anniversary of the launching of CinemaScope on Sept. 16.

The award, which will be presented by Robert K. Christenberry, president of the Broadway Association, to Skouras in ceremonies next week, reads: "The Broadway Association salutes Spyros P. Skouras and Twentieth Century-Fox Film Corporation on the first anniversary of CinemaScope, the revolutionary motion picture process which has brought new prosperity to the theatres of New York and the world."

Johnston Stops Over in Germany

Eric Johnston, president of the Motion Picture Association of America, has stopped off in Germany for talks on film problems before returning to the U. S., it was learned here yesterday.

Johnston, in Europe where he attended the Venice Film Festival, is expected to return to the U. S. on Sunday, flying to Paris before his departure from the Continent.

'Romeo' Is Winner at Venice; 'Waterfront' Is 2nd; 'Suite' Cited

VENICE, Sept. 8.—The Golden Lion of St. Mark, grand prize of the 15th International Film Festival held here, was awarded to "Romeo and Juliet," the Italian-British co-filming of the Shakespearean tragedy.

The American film, "On the Waterfront," won one of the four second place Silver Lions. The other three winners in this category were the Italian film "La Strada" and two Japanese pictures: "The Seven Samurai" and "Functionary Sunsho."

Two consolation awards also went to "On the Waterfront." These were citations of the Italian Motion Picture Journalists Association and the International Catholic Film Office.

The judges awarded a "special prize" to "Executive Suite," produced by M-G-M and directed by Robert Wise.

Seventeen nations entered a total of 25 films in the competition.

'Romeo' to Premiere At Christmas in L.A.

"Romeo and Juliet," the Technicolor film which won the grand prize at the 15th International Film Festival in Venice, will be released in the U.S. for the Christmas season and will open in Los Angeles it was announced yesterday by William J. Heineman, vice president of United Artists in charge of distribution.

The U.A. release was awarded the Golden Lion of St. Mark in Venice as the best motion picture shown at the 16-day Film Festival.

"Romeo and Juliet" is a J. Arthur Rank Organization presentation being released by United Artists. Filmed in Verona, Italy, and at locations mentioned in the original play, the picture was adapted for the screen and directed by Renato Castellani.

'Sabrina' Sept. 22

"Sabrina," Paramount comedy, starring Academy Award-winners Humphrey Bogart, Audrey Hepburn and William Holden, will open at the Criterion Theatre here on Sept. 22. Produced and directed by Billy Wilder, "Sabrina" is based on the recent Broadway hit by Samuel Taylor, who collaborated with Wilder and Ernest Lehman on the screenplay.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor. Published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke. Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

News Roundup

Industry Philatelists Active

Leon Bamberger, president of the Cinema Stamp Club, has announced that the club has resumed its activities and will hold meetings on the second and fourth Wednesday of each month.

■

Take Atlanta Exchanges

Joy Houck and Harold F. Cohen, of the Lippert Pictures New Orleans branch, and Francis White, of the Lippert Charlotte office, have taken over the Mangham and Lippert exchanges in Atlanta. Roy Nicaud has been named manager.

■

Film Board Spending Rises

Budgetary expenditures for the National Film Board of Canada for the April-July 31 period this year were $696,000, an increase over the $594,000 for the same period of 1953.

■

FPC Meetings Scheduled

A series of regional managers' conferences of Famous Players Canadian Corp. will be held in Western Canada starting with a two-day conclave at Winnipeg on Sept. 13-14. J. J. Fitzgibbons, president of FPC, will head a group of top officials leaving Toronto on Saturday for the meetings, which will be held also in Regina, Calgary, Edmonton and Vancouver.

■

Canada Exports Decrease

Canadian exports of films dropped to $2,306,000 in first seven months of 1954 compared with $2,694,000 in same period of 1953, the Canadian Government reports, adding that such exports have been declining steadily in recent months. Film shipments to other countries dropped to $211,000 in July in contrast to $302,000 in June, $351,000 in May and $532,000 in July last year.

■

Alberta Assn. OK's Drive-ins

According to notice received by the National Committee of Motion Picture Exhibitors Associations in Toronto, the Alberta Theatres Association has decided to admit drive-in owners to membership as in Ontario and Manitoba. The basis for the membership fee is automobile capacity at the rate of five cents per car.

■

New Hamilton, O. Drive-in

The first drive-in theatre in the vicinity of Hamilton, O., to be equipped with CinemaScope and facilities for reception of closed circuit televised programs of sports events, will be built a few miles north of here by Holiday Theatres, Inc., of Cincinnati. Marc Cummins is president of the organization.

Led by 'Duel in the Sun'

SRO Plans to Re-Release Six Productions by Easter

A slate of six top films, including "Duel in the Sun" which is currently playing key U. S. situations, will be re-released by Selznick Releasing Organization by Eastertime, Frank T. Davis, Jr., president and general manager for S.R.O., stated here following his return from Hollywood.

"Duel in the Sun," which is said to have grossed close to $10,000,000 in regular release in the U. S., has had 317 bookings throughout New England already with a total of 500 expected shortly, Davis said. "'Duel' will gross in its re-release an additional $2,500,000 to $3,000,000, bringing the film's world-wide gross total to about $15,000,000," the S.R.O. head stated.

The Selznick organization is planning to re-release "Notorious" and "Farmer's Daughter" in November as a double bill with "Tom Sawyer" set for Easter re-release, Davis said. "Between November and Easter, we plan to re-issue 'Spellbound' or 'Rebecca,'" he said.

"All of Selznick's better known films, about 20 in all, will be re-released," Davis stated. "At present, we have no definite schedule of release dates," he said.

Budd Rogers, general sales manager for Selznick Releasing Organization, said that "each film which we are re-releasing is getting a fresh advertising campaign and new prints. We originally ordered 100 prints for 'Duel' but had to increase our print order to 400 due to the flood of bookings."

All of S.R.O. product is distributed through franchised dealers in the U. S. and the company maintains its own foreign set-up, Davis said. "The New York office also approves or disapproves all contracts," he said.

---

2 SRO Pictures Set For N.E. Territory

BOSTON, Sept. 7.—"Notorious" and "Farmer's Daughter" will open Oct. 21 at the Paramount and Fenway theatres here and in all other theatres belonging to the New England Theatres circuit, Joseph E. Levine, president of Embassy Pictures, announced yesterday following the completion of negotiations with the Selznick Releasing Organizations.

Kupferman Elected Carroll Board Head

Theodore R. Kupferman, vice-president and general counsel of Cinerama Productions Corp., has been elected chairman of the board of Carroll Pictures, Inc.

Kupferman, former member of the legal department of Warner Brothers and National Broadcasting Co., has just been nominated for the presidency of the Federal Bar Association of New York, New Jersey, and Connecticut.

In addition to being chairman of the board of Carroll Pictures, Kupferman will act in a consulting capacity to Carroll L. Puciato, president.

M-G-M Product Meet Ends Today on Coast

HOLLYWOOD, Sept. 8.—Stepped up advertising and promotion plans for M-G-M's new product will be discussed with studio heads following the windup tomorrow of a meeting of company sales executives. Silas Seadler and Dan Terrell, of the New York advertising-promotion staff are delaying their departure from here until next week. Charles Reagan, vice-president, and regional executives will leave tomorrow following the close of the sessions, during which 10 of the company's latest productions were screened.

Essantee Acquires 5 N.C. Theatres

CHARLOTTE, Sept. 8.—Essantee Theaters here, which operates a chain of theaters in the Carolinas, has acquired five theaters in Kings Mountain, Mount Holly and Cramerton, N. C.

The theatres were sold by C. E. and D. E. Cash in Kings Mountain.

The theaters are the Dixie and Joy in Kings Mountain; the Gaston and Mt. Holly in Mt. Holly, and the Victory in Cramerton.

Executives Active In Stock Trading

WASHINGTON, Sept. 8.—Sol A. Schwartz bought 5,000 shares of RKO Theatres Corp. common in July, boosting his holdings to 10,000 shares.

The purchase was recorded in the latest monthly report from the Securities and Exchange Commission on trading in company stocks by officers and directors. The report also indicated that Arthur E. Bell and Louis Joffe had purchased 200 and 400 shares of RKO Theatres common, respectively, their total holdings.

Burrows, Mirisch Buy A.A.

George D. Burrows bought 3,700 shares of Allied Artists Pictures common, boosting his common holdings to 3,736 shares, and also purchased 500 shares of the firm's 5½ per cent cumulative convertible preferred. Harold J. Mirisch sold 800 shares of Allied Artists common. He now holds 520 shares in his own name and 28,440 shares through holding companies.

Harry M. Warner bought 4,000 shares of Warner Brothers Pictures common through trust accounts. He now owns 106,150 shares in his own name and 12,000 shares in trust. Jack L. Warner bought 10,500 shares, boosting his holdings to 288,199 shares in his own name and 13,400 in trust accounts. Albert Warner bought 500 shares in his own name, for a total of 160,000, and bought 4,000 shares in trust accounts, for a total of 24,000.

Barney Balaban sold 800 shares of Paramount Pictures common, dropping his holdings to 22,700 shares.

$388,862 Gross For 'Susan' Here

RKO's "Susan Slept Here" grossed $388,862 during its run in 65 circuit theatres throughout the New York Metropolitan area, it was announced yesterday by Walter Branson, world-wide general sales manager. Most of the runs were from Aug. 25 to Aug. 28.

People

Lou Cohen, manager of Loew's Poli Theatre in Hartford, and **Mrs. Cohen** will be honored at a testimonial dinner on Oct. 4, marking their 35th wedding anniversary and Cohen's 35th year in show business. **J. F. McCarthy,** Connecticut district manager for Stanley Warner, is serving as general chairman. Event will be at the new Statler in Hartford.

□

Philip Larschan, Transfilm editor, was married recently to **Jacquelyn Foote.**

□

Everett C. Callow, advertising manager of Cinerama Theatres, Inc., is in London from here to supervise the opening of "This Is Cinerama" at the Casino Theatre. He is accompanied by **Cliff Giessman,** who will train the house staff on the group ticket selling policy.

□

Kenneth Bilby, Davidson Taylor and **Richard A. R. Pinkham** have been appointed NBC vice-presidents in charge of public relations, public affairs and participating programs, respectively.

□

Irving Stern, who has been with the J. Arthur Rank Organization in Canada since its inception 10 years ago, has been named branch manager in Toronto, succeeding **J. S. McPherson,** who recently resigned.

□

L. J. Duncan, head of the Duncan Amusement Co., West Point, Ga., is the new owner of the Valley Drive-in Theatre in that town.

□

Richard Kirkland, who recently acquired the 200-seat Community Theatre in Cadiz, O., also acquired a wife last week, marrying **Alma McCoy.**

□

Lloyd Salsbury, a newcomer to the industry, has acquired the long-closed Port Theatre in Freeport, O., and has reopened it.

□

Frank Roehrenbeck, Raymond Katz and **Sam Faust** have been designated as the executive group which will manage Radio Station WMGM, the MGM station here.

□

Dick Pitts, public relations director for Theatre Owners of America, became the father of a baby boy yesterday. New arrival has been named **Richard Lee.** The Pitts now have three children.

□

Ed Sullivan, on "Toast of the Town," will salute another of Hollywood's personalities when he presents the **"Darryl F. Zanuck Story,"** on Sunday over CBS-TV from 8:00-9:00 P.M., EDT. The program will be broadcast live from Hollywood.

NCA

(*Continued from page* 1)

parently had the blessing of NCA's board of directors.

Benjamin Berger, NCA president and a national Allied vice-president, said earlier today that further conferences were planned with other legal counsel to determine whether such a picket line would be within the law and on the wording of the placards to be used.

There were some indications that some Twin-Cities exhibitors were cool toward the plan, questioning whether it would have any effect in influencing Columbia's policies. They pointed out that only a small percentage of exhibitors in the Minneapolis film area ever visited Film Row.

Hy Chapman, manager for Columbia in Minneapolis, said that he had received no instructions from his home office on what steps to take if a picket line is placed around the building.

ITOO State Meets To Start on Monday

COLUMBUS, O., Sept. 8. — The schedule of meetings charted by the Independent Theatre Owners of Ohio will start Monday.

The lineup is as follows:

Monday, Cleveland, Theatrical Grille, 12:30; Tuesday, Columbus, Neil House, noon; Wednesday, Dayton, Variety Club, 1:00 P.M.; Thursday, Cincinnati, Netherlands Plaza Hotel, 1:00 P.M., and Friday, Toledo, Secor Hotel, 1:00 P.M.

United Artists Realigning Its Staff in Foreign Sales

United Artists is expanding and strengthening its sales force throughout the world to give the company's line-up of top product the maximum in distribution opportunities, Arnold M. Picker, vice president in charge of foreign distribution, yesterday stated after announcing a series of merit promotions and key appointments.

John Neal, with UA in Australia for the past 10 years, recently serving as branch manager in Adelaide, has been appointed manager in Thailand, with headquarters in Bangkok. He replaces Harry Wilhoit, resigned.

Neal's successor in Adelaide is Ron Jessup, who joined the Australian organization in 1935 as office boy and progressed through the sales ranks to his present post.

H. F. Gribble, formerly branch manager in Auckland, New Zealand, and a veteran of 16 years with the company, has been named acting manager in New Zealand, succeeding Harry S. Withers, who resigned.

Rysfeld Transferred

Ted Rysfeld, formerly manager in Trinidad, has been transferred to Hong Kong in a similar capacity, succeeding Arthur Solmson, who resigned. William Korenbrot has been appointed manager in Trinidad. He formerly served as sales representative with Warner Brothers, MGM and Film Classics in Panama.

Leon Feldun, formerly manager in Puerto Rico, has been assigned temporarily to the home office foreign sales staff. His successor in Puerto Rico is Sam Jones, a newcomer to UA, with a broad background of experience in the foreign market, having been associated with Warner Brothers as general manager in Indonesia and, before that, as general manager for Universal in Thailand.

In addition to these executive appointments, Picker announced that Morton Raven and John Stephens, two "trainees" at the home office during the past year in preparation for active careers in the foreign field, have been given overseas training assignments to gain on-the-spot experience. Raven has been sent to the UA office in Sydney, Australia, and Stephens will work out of the UA branch in Santiago, Chile.

Sees Training Vital

Underscoring the need for developing new manpower, Picker said: "The training of young men to meet the special requirements of the foreign market is an absolute necessity. We need men who are not only familiar with the sales and promotional techniques of our business, but who are equipped to think in world-wide terms and who understand the political, economic and social institutions of other areas of the world and the impact of these important forces on our industry in the international arena."

MEN AT WORK

Altec service men . . . 200 skilled, sound-wise field engineers . . . Altec-trained technicians equipped with Altec-designed precision tools and instruments . . . at work in theatres from coast to coast . . . installing stereophonic systems . . . servicing . . . repairing . . . replacing . . . counseling exhibitors . . . solving difficult problems . . . assuring perfect performance day in and day out . . . for 6,000 Altec-serviced theatres!

You can put an Altec service man to work for you tomorrow. Let us show you how . . . today!

ALTEC® SERVICE CORPORATION

SPECIALISTS IN MOTION PICTURE SOUND

161 Sixth Avenue, New York 13, N. Y.

'Business as Usual' During Filming Here

Despite a large gathering of motion picture fans who were milling about the RKO Chester Theatre in the Bronx watching producer Harold Hecht of Hecht-Lancaster Productions film location scenes for "Marty," a United Artists release, the manager of the East Bronx theatre reported that "business was normal" even though police lines stopped theatre goers from entering the theatre for awhile.

Hecht, who is utilizing the theatre's front in a sequence which he is shooting in the Bronx, had New York City police set up lines and stanchions to keep the crowd from interfering with the work of the location crew.

A number of persons who wished to go into the theatre had to pass through the police lines, but after awhile, all traffic into the house was stopped due to the many onlookers who attempted to get closer looks at Hecht's cast, crew and equipment.

Hecht will continue shooting scenes for "Marty," a television story which has been rewritten for the screen, this week with the picture to be completed in Hollywood after "The Kentuckian," Hecht-Lancaster's first CinemaScope production, is completed in Kentucky under the direction of Burt Lancaster.

Watters Promoted By RCA Division

Election of Albert F. Watters as vice-president and operations manager of the RCA International Division was announced by Meade Brunet, vice-president of the Radio Corporation of America and managing director of the RCA International Division.

Watters has been director of associated company operations for the RCA International Division since February, 1954.

Wolfberg

(*Continued from page* 1)

study the Makelim Plan, said, in connection with assuming the new post: "Never before in the history of the motion picture industry has one man, or group of men, put forth the energy, financial investment and unceasing efforts to bring to the motion picture exhibitors of America a plan so fundamentally sound and beneficial to exhibitor and producer alike as the Makelim Plan. I am happy to become a part of it."

Kingsley Colton, in addition to activities as assistant to Makelim will handle distributor correspondence on "Man of Conflict," "Stolen Identity" and other pictures being distributed by Makelim's Atlas Pictures Co., formerly handled by Sam Nathanson, who recently resigned.

In joining Makelim, Wolfberg disposed of leases on three theatres: the Marcal and Newsview, both Hollywood Boulevard houses, and the Imperial, Inglewood. Murray Gould took over the Marcal, and Fanchon and Marco got the Imperial. An exhibitor syndicate now forming took the Newsview.

Paramount Issues Product Brochure

Three special brochures dealing with forthcoming Paramount product, with emphasis on the top stars, story properties and new story lines in these pictures, are being distributed to theatres throughout the country by Paramount's branches.

One of these brochures, printed in black and gold, is devoted entirely to Grace Kelly, "Hollywood's Golden Girl."

Another brochure being received by the exhibitors is the 12-page multicolored insert spotlighting product to be released in conjunction with the company's 40th anniversary celebration this year.

The third is also multi-colored and draws attention to the "great story properties that are being converted into top-drawer productions." These include "We're No Angels," "Global Mission," "The Desperate Hours," "The Magnificent Devils," "To Catch a Thief," "The Mountain," "The Trouble With Harry," "Lucy Gallant," "The Vagabond King" and "The Rose Tattoo."

2 AB-PT Dividends

Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres, Inc., announced yesterday that the board of directors declared dividends of 25 cents per share on the outstanding preferred and 25 cents per share on the outstanding common stock of the corporation, payable Oct. 20 to holders of record on Sept. 24.

End Depositions In Mass. Case

BOSTON, Sept. 8.—George S. Ryan, Boston anti-trust attorney, states that depositions have been completed in the $3,000,000 suit of the Victoria Theatre, Lawrence, Mass., against the distributors and various other circuits. The case is set for trial on Oct. 25 in the U. S. Federal District Court before Judge Sweeney.

Offer to Adjust Terms Cited by Allied Group

(*Continued from page* 1)

man of 20th-Fox, Charles Reagan of M-G-M and Charles Boasberg of RKO. The committee found the sentiments of other sales managers in regard to adjustments "wanting" in contrast, naming Abe Montague, of Columbia; Benjamin Kalmenson, of Warner Brothers; Al Schwalberg, of Paramount, Bernard Kranze, UA.

Speaking for UA, according to the report, Kranze pointed to his company's deals with producers which, in effect, ruled out adjustments. However, the report went on that Kranze said that he would recommend an adjustment if an exhibitor proved he suffered a loss with a UA picture; Warner Brothers and Paramount, the report continued, also felt that they would "adjust only in cases where an exhibitor could show a loss . . . indicating that adjustments would not be made in order to yield the exhibitor a profit on an unprofitable deal."

The document, as previously reported, was most bitter in its criticism of Columbia's sales policies.

Regarding the possibility of flat rentals for CinemaScope pictures in small situations, the report relayed Lichtman's sentiments that "he saw no reason, so far as 20th-Fox is concerned, why an exhibitor who grossed $1,000 a week or less should not buy CinemaScope pictures flat."

"Reagan," the report went on, "made a somewhat similar statement, the gist of which was that, as the smaller theatres converted to CinemaScope he saw no reason why M-G-M should not sell such pictures flat to those exhibitors who customarily buy M-G-M's 2-D pictures flat."

Decision Awaited

Kalmenson of WB, the report added, finally ageed "to the idea that theatres accustomed to buy flat should be permitted to buy CinemaScope pictures flat."

It was indicated in the report regarding the possibility of flat rentals for CinemaScope pictures that distribution executives made reservations about outstanding pictures.

Indiana

(*Continued from page* 1)

hibitors in Northern Indiana. The Indiana Supreme Court found that films transmitted to Indiana exhibitors directly from out-of-state exchanges constituted interstate commerce and that rentals paid on these films were therefore not subject to the Indiana Gross income tax.

Warners operates a film exchange in Indianapolis, serving all but the Northern part of the state, and pays the Indiana tax on the income of that exchange. Exhibitors in Northern Indiana are serviced from a Chicago Exchange; however, Warners challenged Indiana's right to tax these rentals, and won in the State Supreme Court.

In appealing the case to the high court, the state of Indiana urged that exhibition of the films in a state breaks the flow of interstate commerce and that the property then becomes subject to the taxing laws of that state. If the Indiana Supreme Court is correct in its holding that the film rentals are in interstate commerce, then the receipts of the Indiana exhibitor are also tax-exempt, the brief argued.

Cartoonist Mullin To Aid TOA Meet

Willard Mullin, sports cartoonist for the New York "World-Telegram and Sun" for the last 20 years, has been engaged by Theatre Owners of America to prepare special promotional material for its 1954 convention, combined with the TESMA-TEDA-TOA-IPA trade show, Oct. 31 through Nov. 4, at the Conrad Hilton Hotel, Chicago.

Mullin is drawing a series of cartoons depicting the convention slogan, "It Is Time for the Grass Roots to Share in the Harvest," and the growth of TOA as a national exhibitor association.

The cartoons will be used in convention literature sent to the TOA membership.

Speed
Quality
Results
You Get All 3
WHEN GOOD-OLE-DEPENDABLE
FILMACK
MAKES YOUR
SPECIAL TRAILERS
1327 So. Wabash Chicago Ill
630 Ninth Ave New York

Majors Defend

(*Continued from page* 1)

her on the basis of the Paramount decree and other evidence.

In urging the court to turn down the appeal, the distributors today argued that the District Court had fully explained the Paramount case to the jury—at least as fully as the judge in the Crest case, where the high court ruled for the distributors. They said there was ample evidence that each distributor had acted independently, for its own proper business purposes. Finally, they declard that Miss Harrison had for the past 20 years leased the theatre to operators and had retained no control over its operation, had never transacted business with the distributors and therefore had no cause of action against them.

Sheldon Gunsberg To Reade Circuit

Appointment of Sheldon Gunsberg as managing director of specialized theatre operations for the Walter Reade Theatres has been announced by Walter Reade, Jr., circuit president.

Gunsberg, former member of the publicity, advertising and exploitation staff of Universal Pictures, will make his headquarters temporarily at the Baronet, the circuit's art theatre here. He will assume his new position on Monday.

Tax Hearing

(*Continued from page* 1)

pected to file separate intervention briefs on behalf of all theatres in their circuits.

With the first payment of the local amusement levy due within two weeks, additional affidavits are expected from exhibitors who wish to intervene.

A Monday hearing on Supreme Court Justice Nicholas M. Pette's temporary injunction which curbed New York City from collection of the tax breakage has been put off due to city and exhibitor appeals. New York City had appealed Pette's ruling in July. The attorneys for the plaintiffs also filed an appeal because they felt that Justice Pette did not go far enough. "Justice Pette should have called the city's five per cent admission tax illegal and null and void," one circuit attorney stated.

Says Kalmenson Agreed

Meanwhile, both sides in the suit are awaiting a decision from Supreme Court Justice Percy D. Stoddart as to the motion papers for summary judgment which were argued last week. Justice Stoddart's decision can determine the legality of the New York City levy under the State Enabling Act of 1947. Additional briefs supporting the exhibitor stand have been filed by the New York City theatre attorneys.

Rogers, Autry Seek Ruling

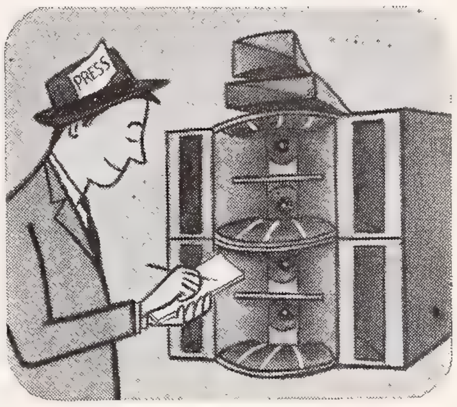
(*Continued from page* 1)

the Rogers' appeal stated. "There must be any number of contracts between motion picture stars and producers containing the same or similar reservations to the artist that are contained in the Rogers contract. If the present decision of the Court of Appeals is to stand, those reserved rights are meaningless and of no value to the artist."

Rogers argued that the pictures might be used to indicate that he was endosing the articles advertised and in this way greatly damage him—as, for example, if the pictures were used to indicate an endorsement of cigarettes or beer "or any number of other products which Rogers might consider to be detrimental or prejudicial to or inconsistent with his position and reputation, particularly with reference to his youthful fan audience."

In his appeal, Autry said he did not dispute Republic's right to license his films for television but that he did challenge the company's right to use or license his name, voice or likeness in commerical advertising. He pointed out that the appeals court had declared that Republic's rights were not unrestricted and that the company could not "make it appear that the artist actually edorses" a specific product, but that the court had not spelled this out in detail. "Autry will have to police the actions of Republic and its many licenses throughout the country," the appeals brief declared. "This will result in a multiplicity of actions in different courts." The original suit was brought specifically to avoid such an eventuality, the court was told.

EXHIBITOR'S
CORNER



Q. *WHAT'S THE BIG STORY ON NEW PROCESSES?*

A. ***It's RCA's all-new plan*** to bring wide screen and stereophonic sound to many more houses just as fast as possible! Through the successful adaptation of these new processes, the motion picture industry is showing its determination to continue as a dynamic part of American life. Major studios already are supporting these advances wholeheartedly. RCA believes that widespread and foresighted applications of the new techniques will lead toward ever-increasing industry growth and progress. RCA's new plan is therefore designed to stimulate wide screen and stereophonic sound to a greater degree than ever before.

Q. ***WHO can supply all the details on this big new RCA plan?***

A. ***Your local independent RCA Theatre Supply Dealer*** is ready with the full story. You'll contribute to industry progress and to your own best interest by investigating this major RCA development. Talk to your dealer now.

RCA®
RADIO CORPORATION of AMERICA
THEATRE EQUIPMENT
CAMDEN, N. J.

RCA Color Video Caravan to Tour Nation for Medium

A "color television caravan," completely equipped to produce on-the-spot programs to introduce color television to audiences at fairs, expositions and other large public gatherings, has been constructed by the Radio Corporation of America, Charles M. Odorizzi, executive vice-president, RCA corporate staff, announced.

Describing the color caravan as an important step in RCA's plans for the nation-wide introduction of color television, Odorizzi said that the unit will make its public debut on Sept. 25 at the Mid-South Fair, Memphis. Following the Memphis fair appearance, the caravan will be ready for a nation-wide tour. In addition to fairs and expositions, the RCA unit will also be available to conventions, department stores and other business and service organizations.

Heart of the RCA color television caravan is a specially-designed 32-foot streamlined trailer. It contains a complete control room and technical equipment to originate any type of program, "live" or film. Other equipment included is a quantity of RCA Victor color TV receivers, two RCA color TV cameras, a color TV film-scanner and microwave apparatus. A complete staff, including engineers, technicians and program production experts, has been assigned to the color caravan. In the equipment carried by the mobile unit is a color TV projector showing color programs on a 15- by 20-foot screen.

Richard H. Hooper, manager of RCA Shows and Exhibits, whose headquarters are in Camden, N. J., will supervise the operations of the new color unit under the general direction of Julius Haber, director of community relations.

Jury Awards $35,000 To SEG Ex-member

HOLLYWOOD, Sept. 8.—A jury in Superior Court of Judge Allen Ashburn here has returned a verdict of $35,000 in favor of Michael D. Jeffers, former member of the Screen Extras Guild, who charged that the guild libeled him in its newsletter of April, 1950. The verdict was returned against the guild, its executive secretary, H. O'Neil Shanks, and its public relations director, Buck Harris.

The defendants are appealing.

'Newsweek' Lauds New Production Quality

"Not since prewar times has Hollywood put together so many indisputably good films," the Sept. 13 issue of "Newsweek" magazine says in a story extending over three pages of the publication with illustrations.

Headed "Comeback — and Why," the article begins with the quotation attributed to Nicholas M. Schenck, president of Loew's, Inc., that "There's nothing wrong with the industry that a good picture won't cure."

Start 4 New Films, Eight Are Finished

HOLLYWOOD, Sept. 8. — Four pictures were started during the week, and eight others were finished, for a total of 31 pictures before the cameras.

Started were: "Dead Pigeon" (Columbia); "Hit the Deck," CinemaScope, Eastman (Metro-Goldwyn-Mayer); "Timberjack," Trucolor (Republic); "Mister Roberts," CinemaScope, WarnerColor (Warner Bros.).

Completed were: "Danger Point" (Allied Artists); "End of the Affair," David Rose (Columbia); "Tarzan's Hidden Jungle," Sol Lesser (RKO Radio); "There's No Business Like Show Business," CinemaScope, Technicolor (20th Century-Fox); "Foxfire," Technicolor (Universal-International); "Silver Chalice," CinemaScope, WarnerColor; "Helen of Troy," CinemaScope, Technicolor, and "Land of the Pharoahs," CinemaScope, WarnerColor (Warner Bros.).

Para's Holman on Fall Overseas Trip

Russell Holman, Paramount Eastern production manager, has left on his annual fall trip to Europe, making Rome his first stop.

In the Italian capital, Holman will meet with Pilade Levi, Paramount Italian general manager, to discuss story and talent possibilities, and check on progress with the English versions of "Ulysses" and "Mambo."

Holman will proceed to London, where he will confer on production matters with Richard Mealand, managing director of Paramount British Productions, Ltd., and then to Paris, where he will meet with Edouard De Segonzac, Paramount French production representative. He will return to New York in about three weeks.

Toronto Has 21 'Scopes

TORONTO, Sept. 8. — This city now boasts 21 CinemaScopes with the installation of the new equipment in five local units of Bloom & Fine Theatres, the first for this circuit, which is an affiliate of Famous Players Canadian Corp.

TV Fight Tickets Range from $3-$5

Leading circuits are charging from $3 to $5, tax included, for tickets to the Marciano-Charles heavyweight title bout telecast, set for next Wednesday, it was learned here yesterday.

A spokesman for Stanley-Warner, which has 10 theatre-TV equipped houses carrying the event, said field reports indicated that prices would range from $3.30 for general admissions to about $5 for loges.

RKO Theatres, it was stated, will charge $3 for all admissions in Cleveland and Cincinnati and $3.50 in Dayton, while Loew's in its three situations will charge from $3.50 to $4.00.

TNT Sets Distillers Closed-Circuit Meet

Theatre Network Television will telecast Frankfort Distillers Company's "Television Festival" via closed-circuit to more than 20,000 distiller industry members on Sept. 23.

The large-screen showing will be the first presentation of its kind in the distilled spirits industry, Nathan Halpern, president of TNT, stated.

The "Festival" will be telecast simultaneously by TNT to 27 theatres located in 20 cities across the country. It will reveal Frankfort's retail trade program.

'Anything Goes' in VV for Paramount

"Anything Goes," the Cole Porter musical, will be brought to the screen by Paramount as one of the studio's important VistaVision productions planned for 1955. Bing Crosby, Jeanmaire, the noted French ballerina, and another outstanding male star still to be chosen, will head the cast.

Robert Emmett Dolan, responsible for producing Irving Berlin's "White Christmas," will function in a similar capacity on "Anything Goes" with filming slated to start in January. A director will be announced shortly. Sidney Sheldon has been signed to do the screen play.

Distribution Plan for Films Unchanged in Philippines

While the Philippine film industry continues to make strides in producing better quality pictures, there has been little change in the film distribution pattern in that market, a U. S. Department of Commerce report reveals. Philippine films were able to attract little, if any, of the regular English language patrons which accounts for about 70 per cent of the market. Although new sources of films were found in the past few years (Spain, Japan, and India), practically no adverse effects were felt by United States films, which dominate the Philippine market for imported motion pictures, according to the department's report.

In the first six months of 1954, a total of 213 full-length films were passed by the Philippine Board of Review. Of this total, 154, or about 72 per cent, were United States films, 40 were Philippine films, 12 Chinese, six Spanish, and one Indian. Censorship policy has been concentrated on scenes considered immoral, and on excessive brutality, gunplay and violence.

Estimates of theatre gross receipts are not available. It is reported that Philippine distributors of United States films collected approximately 14,000,000 pesos in 1953, Philippine producers received some 5,500,000 pesos, while films from other countries took in only 700,000 pesos. (One Philippine peso equals 50 cents.) It is estimated that the earnings of distributors and producers represent about 45 per cent of the gross receipts of theatres all over the country. In the Philippines, it is very common to see houses packed to the limit when an appealing or well-advertised motion picture film is being shown. Importers of foreign motion pictures are allowed to remit 72 per cent of the producer's share of their earnings for the current year or for the year 1949, whichever is lower.

President Gives Plug to 'Brides'

SPRINGFIELD, Ill., Sept. 8. —President Eisenhower, on his visit here recently, personally plugged M-G-M's "Seven Brides for Seven Brothers" during its run at the Senate Theatre at a luncheon given at the executive mansion by Gov. and Mrs. William G. Stratton. The President spent some time chatting with the daughters of U. S. Senatorial Candidate Joseph T. Meek.

"If you haven't seen the movie 'Seven Brides for Seven Brothers'," suggested the President to the girls, "you should see it. You will enjoy a lot of good laughs."

The item was picked up by J. Emil Smith, editor of the Illinois State Journal and the item received wide attention, resulting in hold-over business.

USIA Distributing Catalog of Films

WASHINGTON, Sept. 8. — The U.S. Information Agency announced it is distributing abroad an up-to-date catalog of American films and film strips for use by educators, scientists and other foreign users of audio-visual educational material.

The catalog lists and describes some 2,600 pictures and film strips available for use abroad on a sale, rental or loan basis. The 1954 supplement, together with earlier editions, altogether list about 6,000 films and film strips available from American sources for use abroad.

U.S.I.A. director Theodore C. Streibert said the catalog was put together with the cooperation of film distributors and producers, education specialists and government and private organizations.

Podhorzer Joins Atlantic Pictures

George Roth has announced that Munio Podhorzer has become his associate in Atlantic Pictures Corp. Roth is president of Atlantic, which was formed last June to import and distribute foreign pictures.

Podhorzer has been concentrating on the distribution and handling of German films. His new association does not affect Casino Film Exchange which he heads and which releases German pictures in this country. He also recently announced the formation of United German Film Enterprises which will work towards a wider circulation of German films in the U. S., and will also arrange co-production deals between German and American interests.

Roth also is handling the distribution in the U. S. of "Mr. Hulot's Holiday" for G.B.D. International Releasing Corp.

Official of India to Address the MPIC

HOLLYWOOD, Sept. 8.—Mohun Bhavnani, head of the film division in the Ministry of Information and Broadcasting for the Government of India, will be guest speaker Wednesday at a meeting here of the Motion Picture Industry Council.

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 50 NEW YORK, U. S. A., FRIDAY, SEPTEMBER 10, 1954 TEN CENTS

For Labor Effect

IATSE Asks 'Adviser' on Foreign Pacts

MPEA's Johnston Has Proposal Under Study

By LESTER DINOFF

A proposal that a "labor adviser" be allowed to join in on all future film negotiations between the Motion Picture Export Association and other nations is being considered by Eric Johnston, MPEA president, it was revealed here yesterday by Richard F. Walsh, international IATSE president, who also stated at a trade press conference that "an understanding has been reached with Tom O'Brien, British labor official, as

Richard Walsh

(*Continued on page* 10)

Heavy Reservations For N. J. Allied Meet

The Allied Theatre Owners of New Jersey has announced that the reservations for its annual convention, which is being held at the Concord Hotel, Kiamesha Lake, N. Y., on Sept. 21-22-23, exceed the original estimation of attendance.

The Concord, one of the most famous hotels in the country, will make

(*Continued on page* 5)

Johnston to Coast After Return Here

WASHINGTON, Sept. 9.—Motion Picture Association president Eric A. Johnston is scheduled to return to the United States Saturday or Sunday, MPAA office said.

Johnston was due in Paris today from Frankfurt, where he has been discussing the film situation with officials of the West German government. Earlier he represented the U.S. at the Venice Film Festival.

MPAA officials said that Johnston would be in New York for some days and would then leave for a week or more in Hollywood.

IA Is Considering 'Scope Resolution

An IATSE delegate's resolution to have the crafts union press for CinemaScope newsreels, short subjects and trailers is being mulled by the international office, IA president Richard F. Walsh said here yesterday.

The resolution, which was posed at the IATSE convention in Cincinnati last month, had been referred to the international office for further consideration and discussion, Walsh said.

Dividends Up 10% Over '53

WASHINGTON, Sept. 9.—Publicly reported cash dividend payments of film companies during the first seven months of 1954 were about 10 per cent ahead of 1953 payments, the Commerce Department reported.

The Department said payments from January through July of this year totaled $13,551,000, compared to $12,375,000 in the comparable period last year. July, 1954, payments were put at $1,834,000, compared to $1,267,000 for July last year. Commerce officials said the July increase was due to the fact that several companies paid dividends in July this year which were paid in August last year.

After 1st Quarter Drop

Admission Price Index Up In Second Period of 1954

By Staff Correspondent

WASHINGTON, Sept. 9.—The Bureau of Labor Statistics' city admission price index rose again in the second quarter of 1954 after a drop—the first in almost two years—during the first quarter of the year.

The rise was due entirely to a sharp increase in adult admission prices. Children's admission prices dropped in the second quarter, BLS said.

The BLS admission price index is based on data collected quarterly in 18 cities, weighted to represent conditions in the 34 largest U.S. cities.

The combined adult-child index has been rising steadily since the middle of 1952, except for the dip in the first quarter of this year. In September, 1952, the combined index was 74.1 per cent above the 1935-39 base period, and according to BLS, it rose steadily to a high point of 92.8 per

(*Continued on page* 5)

67 Theatres Cleared For TV Title Bout

Sixty-seven theatres throughout the U. S. have been cleared for the closed circuit telecast of next Wednesday's heavyweight title fight between Rocky Marciano and Ezzard Charles at Yankee Stadium, Nate Halpern, president of Theatre Network Television, said here yesterday.

More than 70 theatres are expected

(*Continued on page* 5)

Seen as Precedent

COURT SEEKS LIMIT ON TRUST CHARGES

District Court Moves to 'Particularize' And Formulate 'Bounds of Discovery'

By MURRAY HOROWITZ

What was regarded as a precedent-making anti-trust decision for the U.S. District Court of New York was rendered here yesterday when Justice Archie O. Dawson formulated moves to "particularize" complaints and set the "bounds of permissible discovery."

Justice Dawson formulated what some industry attorneys considered a new procedure in striking the complaint of the New Dykman Theatre Corp. against RKO Theatres, RKO Radio Pictures, Warner Brothers Pictures, Stanley Warner, 20th Century-Fox and Universal Pictures.

Justice Dawson, finding a large portion of the complaint irrelevant, give the plaintiff 30 days to file an amended complaint and at the same time ordered an "informal pre-trial hearing so that the issues as set forth in the amended complaint and answers may be particularized and the bounds of permissible discovery formulated."

The pre-trial hearing as set forth by Justice Dawson was considered by some industry attorneys as without precedent and, according to these attorneys, may become the regular

(*Continued on page* 10)

Expect Request to Extend Corporate Tax Rate to 1956

WASHINGTON, Sept. 9.—The Treasury Department will probably ask Congress in January to continue for another year the 52 per cent corporate income tax rate, according to the thinking of top Treasury officials.

Under present law, the rate is scheduled to drop to 47 per cent on April 1. It was originally scheduled to drop to 47 per cent April 1, 1954, but Congress extended it until next April 1 at the Treasury's request. Treasury officials want the additional extension until April 1, 1956 in order to keep federal revenues high and achieve a balanced budget.

To this end, the Department will

(*Continued on page* 5)

Greenblatt to AA; Nathanson Upped

Arthur Greenblatt, former Lippert Pictures, Inc., general sales manager, has joined Allied Artists as home office special sales representative, it was announced by Morey Goldstein, vice-president and general sales manager.

Arthur Greenblatt

At the same time, Goldstein disclosed that Nat Nathanson, manager of the Chicago exchange, who joined the company two years ago, has been elevated to Midwest district manager.

In his position, Greenblatt will supervise the Boston, New Haven, New York, Albany and Buffalo branches, and will be contact man for some of

(*Continued on page* 5)

Personal Mention

GEORGE LYNCH, general manager of the Schine circuit, visited here yesterday from Gloversville, N. Y.

•

VICTOR HOARE, vice-president and foreign sales manager of Selznick Releasing Organization, will leave New York for England today via B.O.A.C. Monarch.

•

ALFRED KATZ, United Artists assistant foreign sales manager, left New York yesterday for Bogota, Colombia. He will also visit Panama, Cuba, Puerto Rico and Trinidad.

•

ELIZABETH TAYLOR and MICHAEL WILDING, who arrived in New York by plane yesterday from London, will leave here today by plane for the Coast.

•

ARTHUR C. BROMBERB, president of Allied Artists Southern Exchanges, Atlanta, has left there with MRS. BROMBERG for Alabama.

•

RICHARD CARROLL, office manager and head booker for Paramount in New Haven, is marking his 25th year with the company.

•

DR. RENZO RUFINI, manager of the Rome office of Italian Films Export, will arrive in New York by plane today from Italy.

•

SIDNEY LEVINE, office manager at the Warner Brothers exchange in New Haven, has returned there from Chicago.

•

ARTHUR ROSSON, associate director on "The Ten Commandments," left New York yesterday for Cairo, Egypt.

•

HARRY BROWNING, home office executive for New England Theatres, is in Hartford from Boston.

•

SIDNEY BOX, British producer, arrived here from London yesterday via B.O.A.C.

•

EVELYN KEYES will leave here today for London via B.O.A.C. Monarch.

Lippert Coming East Enroute to Europe

HOLLYWOOD, Sept. 9.—Robert L. Lippert, president of Lippert Pictures, will leave here Monday by plane for New York, where he will attend the Sept. 15 Eastern sales meeting at the Sherry-Netherland Hotel before flying to Europe for the final editing of "They Were So Young," starring Scott Brady, Raymond Burr and directed by Kurt Neumann.

Lippert will bring back the film for showing at the Midwest sales meeting Oct. 7 in Chicago.

Henigson Returns

HOLLYWOOD, Sept. 9.—Henry Henigson returned to Hollywood today after six months in Europe on M-G-M foreign production liaison work.

Has 5,000,000 Members

National Council of Women 12th Film-Reviewing Group

The National Council of Women of the United States, representing 5,000,000 members, will become the 12th national organization to preview and rate theatrical motion pictures for the film-going guidance of its membership.

The announcement was made jointly by Mrs. Robert F. Leyden, president of the National Council, and by the Film Estimate Board of National Organizations whose appraisals in "Joint Estimates of Current Entertainment Films," (the "Green Sheet") have been published semi-monthly for the past 20 years as a voluntary service to American families.

The National Council's decision to join in the film preview project brings to over 45 million the aggregate membership represented by the organizations which participate in this service.

Benefits of Films Recognized

In a statement announcing the action, Mrs. Leyden said:

"We are pleased to join with other national organizations which recognize motion pictures not only for their vital contribution in providing entertainment but also for their limitless capacity to broaden the horizons of mankind.

"Eric Johnston and the Motion Picture Association of America are to be congratulated for making available the means and facilities through which a group of people outside the film industry can impartially and objectively appraise, analyze and classify motion picture films.

"We wholeheartedly subscribe to the view shared by the Film Estimate Board that freedom of choice in the selection of films or any other entertainment must never be traded in our country for the coercive dictation of municipal or state censors."

National Chairman Named

Serving on the "Green Sheet' committee as national motion picture chairman for the National Council will be Mrs. Dean Gray Edwards, who, for several years, served in a similar capacity for the General Federation of Women's Clubs.

The 11 national organizations which now participate in the preview operation are: the American Association of University Women; American Jewish Committee; American Library Association; Children's Film Library Committee; National Society, Daughters of the American Revolution; National Federation of Music Clubs; General Federation of Women's Clubs; Girl Scouts of the U.S.A.; Protestant Motion Picture Council; National Congress of Parents and Teachers; and the Schools Motion Picture Committee.

Set Plans Today for Balaban Testimonial

Jack Cohn, executive vice-president of Columbia Pictures, and Si Fabian, president of the Stanley Warner Corp., will be hosts at a luncheon for members of the motion picture and amusement industries today at the Astor Hotel here to set plans for industry-wide participation in the forthcoming Barney Balaban testimonial dinner.

The Sept. 26 dinner for Balaban, president of Paramount Pictures, is being sponsored by the New York Metropolitan Council of B'nai B'rith and leaders of the film industry as a testimonial to his "35 years of dedicated service to B'nai B'rith and his fellow man."

Stars and top industry leaders are serving as officers of the committee sponsoring the Balaban dinner, which aims at raising $1,000,000 for the economic development of Israel through the sale of State of Israel development bonds. Reservations for the event are by minimum purchase of a $1,000 State of Israel bond.

'Jones' to Rivoli

"Carmen Jones," Carlyle Productions' CinemaScope film version of Oscar Hammerstein's Broadway musical hit, will be the next attraction at the Rivoli Theatre here following completion of the current run of "Rear Window."

King Sees Bigger European Market

HOLLYWOOD, Sept. 9. — Expressing the opinion that big American films will do even bigger business in the next few years in Europe than current American product is doing today in the lush European market, Herman King, vice-president in charge of sales for King Brothers Productions, Inc. returned to Hollywood this week from a three-month business tour of Europe.

"Big American productions are playing to standing room only audiences throughout Europe—outside the Iron Curtain," King said. "Every type of big American film is finding favor with the European public. There's no trend the Europeans are favoring in American film product. If it's big and has substance, they're paying their money. But you can't give away small American films. Nobody wants to see them," King added.

King disclosed, as an example of the kind of business American films are doing, the gross of his own company's "Carnival Story," which RKO is distributing world-wide and which will gross an estimated 2,500,000 marks (approximately $600,000) in West Germany alone.

King visited Germany, Italy, Switzerland, France and the United Kingdom on his three-month tour. The King Brothers will shortly begin production on "The Syndicate" with an all-star cast for RKO Radio.

Co-Production Deals Will Be Studied By Krim in Far East

Arthur B. Krim, president of United Artists, and Arnold M. Picker, vice president in charge of distribution, leave New York by air tomorrow on a month-long Far Eastern tour to inaugurate the company's 35th anniversary celebrations in Asia.

Krim, who will be on his first visit to UA offices in the Far and Middle East, will investigate the possibility of arranging international co-production deals in Japan, India, Malaya and Egypt on the pattern of past co-production arrangements in which United Artists has participated in Italy, France, England, Mexico, Samoa and elsewhere.

Krim and Picker will visit United Artists' branches throughout Asia in connection with the company's year-long observance of its founding in 1919. They will begin their Far Eastern visits in Tokyo on Sept. 13, moving on to Hong Kong on Sept. 21, Manila on Sept. 23, Bangkok on Sept. 27 and Singapore on Sept. 29.

Will Separate at Singapore

After remaining in Singapore until Oct. 2, Krim and Picker will go separate ways, with the United Artists president flying to Bombay for a three-day stay, beginning Oct. 3, and another three-day visit to Cairo, starting on Oct. 6. Krim will arrive in Rome on Oct. 9.

Picker, meanwhile, will visit United Artists' Indonesian headquarters in Jakarta Oct. 2-5 and then will go to Sydney, Australia, Oct. 6-14, and to New Zealand Oct. 14-16, returning to Los Angeles on Oct. 17.

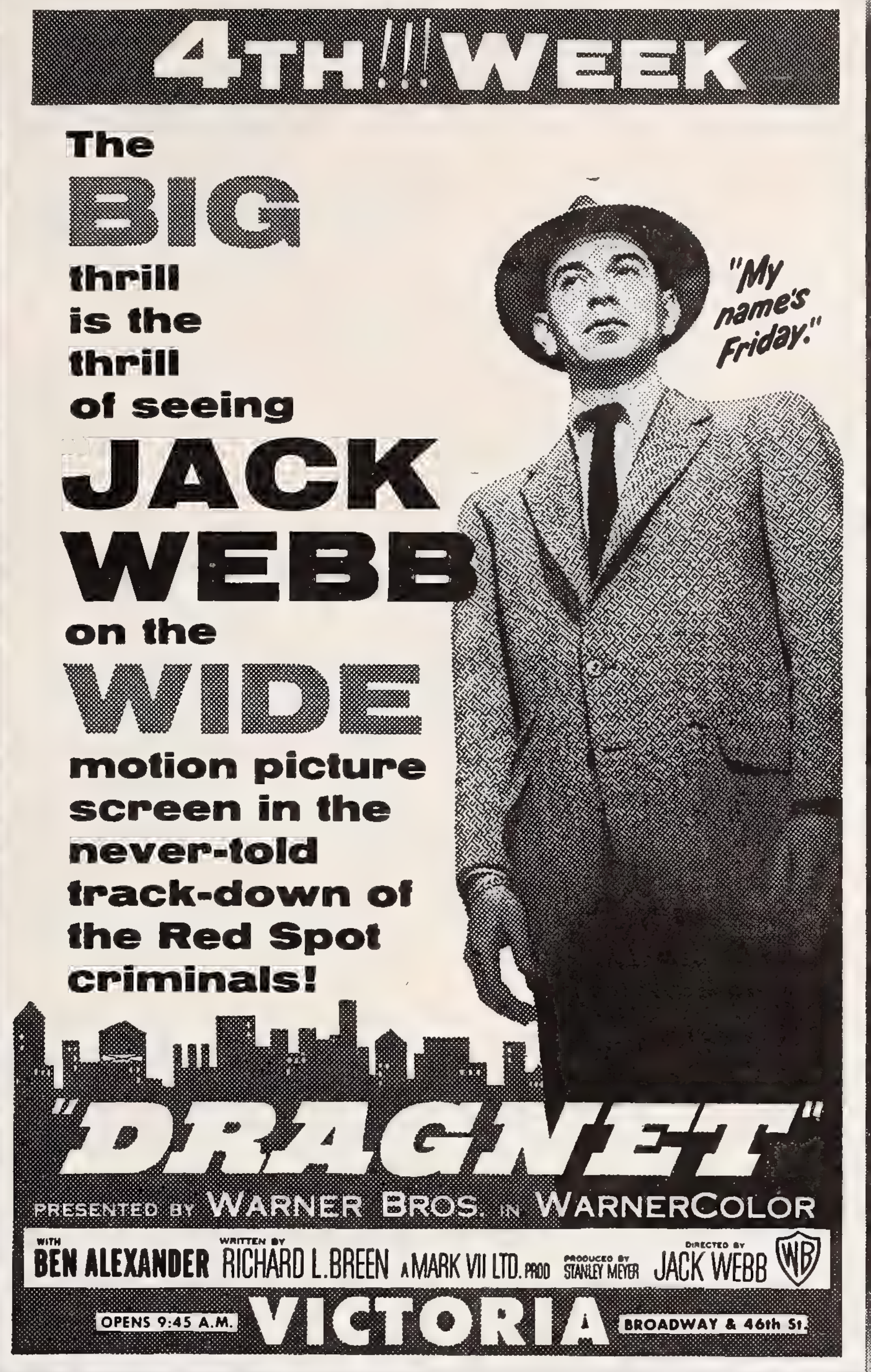
Krim has been instrumental in arranging for the production in Europe and Latin America of a number of independently-made films on the United Artists releasing schedule. Among the most prominent, not yet released, is "The Barefoot Contessa," Joseph L. Mankiewicz's Technicolor production starring Humphrey Bogart and Ava Gardner, which was filmed in Italy and will have its world premiere on Sept. 29, at the Capitol Theatre in New York for the benefit of CARE.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"SEVEN BRIDES FOR SEVEN BROTHERS"
in CINEMASCOPE starring
JANE POWELL - HOWARD KEEL
Color by ANSCO - An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

PRIVATE HELL 36
IDA LUPINO
STEVE COCHRAN
HOWARD DUFF
DEAN JAGGER DOROTHY MALONE
COOL PARAMOUNT B WAY at 43rd ST.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor. Published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke. Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.



4TH!!! WEEK

The **BIG** thrill is the thrill of seeing **JACK WEBB** on the **WIDE** motion picture screen in the never-told track-down of the Red Spot criminals!

"My name's Friday."

"DRAGNET"

PRESENTED BY WARNER BROS. IN WARNERCOLOR

WITH BEN ALEXANDER · WRITTEN BY RICHARD L. BREEN · A MARK VII LTD. PROD · PRODUCED BY STANLEY MEYER · DIRECTED BY JACK WEBB · WB

OPENS 9:45 A.M. **VICTORIA** BROADWAY & 46th St.

197 DATES
197 HOLDOVERS!

Just the Facts☛*--and They're Phenomenal!* LABOR DAY WEEKEND GROSSES BIGGEST IN THE ENTIRE HISTORY OF WARNER BROS!

News Roundup

'Liberte' Rights to Burstyn

American distribution rights to the Rene Clair film classic "A Nous, La Liberte" has been acquired by Joseph Burstyn, Inc., it is announced here by Fae R. Miske, treasurer of the Burstyn company. Now in the final stages of preparation, the film will open in New York on a date to be announced shortly.

■

WOMP Officers Are Guests

The officers and Committee of "WOMPI" (Women of the Motion Picture Industry) were entertained by Mrs. Martha Chandler at her home in Atlanta. This was followed by the regular monthly and executive board meetings, at which Mrs. Nell Allen, president, presided. Plans were made for the Atlanta Chapter's delegation to the first national convention, to be held in Dallas, Sept. 18-19.

■

'Brunettes' Crew in Paris

"Gentlemen Marry Brunettes," the big-budget motion picture musical in CinemaScope and color, begins production in Paris shortly, with Jane Russell. Jeanne Crain, Alan Young, Scott Brady and Rudy Vallee heading the all-star cast. Eighty per cent of the United Artists release will be filmed on location there and at Monte Carlo on the Riviera.

■

Rose Completing 'Affair'

David E. Rose, executive producer of "The End of the Affair," co-starring Deborah Kerr and Van Johnson, has cabled his American representatives that final shooting on the picture will take place this week. Based on the Graham Greene novel and produced by David Lewis, with Edward Dimytryk directing, the film has been shot at Shepperton Studios in London.

■

Suit Depositions Taken

George S. Ryan, anti-trust attorney has returned to Boston from New York City, where he completed taking depositions from the distributors in the $800,000 damage suit of Meyer Stanzler, Rhode Island exhibitor, involving the Casino Theatre, Narragansett Pier, the Community, Wakefield, the Wickford, Wickford, and the Greenwich, East Greenwich, all in Rhode Island. The suit is set for trial early in November in the U. S. District Court, Boston.

Heller Dividend

CHICAGO, Sept. 9.—Directors of Walter E. Heller & Co. have declared regular quarterly dividends on the company's common and two classes of preferred stock. The dividends are 30 cents a share on the common stock, $1 a share on the 4 per cent cumulative preferred, and $1.37½ a share on the 5½ per cent cumulative preferred stock. All three dividends are payable Sept. 30 to stockholders of record on Sept. 20.

Franchises Complete For 'Duel' Sales

Budd Rogers, general sales manager of Selznick Releasing Organization, has announced the final signing of territorial distribution franchises for David O. Selznick's "Duel in the Sun."

The following new exchanges handling the re-release of the picture now gives the picture 100 per cent distribution throughout the United States and Canada, he said.

Albany & Buffalo territory, Realart Pictures of Upstate N. Y.; Des Moines and Omaha territory, Triangle Films; Indianapolis territory, Realart Pictures of Indianapolis; Memphis territory, Colonial Pictures of Tennessee; Minneapolis and Milwaukee territories, Independent Film Distributors; New York territory, Principal Film Exchange; San Francisco territory, Pacific Releasing Co., Inc.; St. Louis territory, Realart Pictures of St. Louis; Charlotte territory, Screen Guild Productions of the Carolinas, Inc.; Denver-Salt Lake territories, Dimension Pictures Ltd.; Los Angeles territory, Kranz-Levin Pictures;. Seattle-Portland territories, Northwest Releasing Corp., and Canadian territory, International Film Distributors Ltd.

Stars to Appear on Zanuck TV Salute

An array of show business personalities, including top film stars, will appear on the hour-long TV salute to Darryl F. Zanuck, 20th Century-Fox production head, on Ed Sullivan's "Toast of the Town," on Sunday evening. The show, a CBS-TV network presentation, will emanate live from Hollywood.

Among the personalities set to appear on "The Darryl F. Zanuck Story" are Jack Benny, Tony Martin, Tyrone Power, Clifton Webb, Shirley Temple, Dan Dailey, Dick Powell, Ruby Keeler and Gloria DeHaven.

The program will highlight Zanuck's contributions to the building of 20th Century-Fox into one of the leading motion picture producing companies, introducing some of the stars associated with and presented by the producer in the course of his distinguished career.

Altec Companies End Coast Conferences

A series of policy conferences called by the president of the Altec companies has ended with the return of various executives attached to the organization's New York headquarters.

Attending the meetings at the Altec offices and plants in Beverly Hills were H. M. Bessey, executive vice-president of Altec Service Corp., D. C. Collins, vice-president; L. D. Netter, general sales manager; E. O. Wilschke, operating manager; Marty Wolf, assistant general sales manager, and H. S. Morris, product sales manager of Altec Lansing Corp.

'Contessa' Debut In L.A. Oct. 28

Enabling "The Barefoot Contessa" to qualify for this year's Academy Awards, Joseph L. Mankiewicz's Technicolor production starring Humphrey Bogart and Ava Gardner will have its Los Angeles premiere on Oct. 28, at the Fine Arts Theatre, it was announced by William J. Heineman, vice-president in charge of distribution for United Artists, which is releasing the recently completed Figaro presentation.

The Academy of Motion Picture Arts and Sciences requires that a picture be shown in a Los Angeles theatre during the given year to be eligible for Academy Award nomination.

Set 'Angelika'

Joseph Brenner Associates has completed a deal with Leo Brecher Theatres for the premiere of "Angelika" starring Maria Schell. The feature, formerly titled "The Affairs of Dr. Holl," will open at the 68th Street Playhouse in September in the German language version with English sub-titles.

Wanger Back on Coast

HOLLYWOOD, Sept. 9.—Walter Wanger, Allied Artists producer, has returned from Edinburgh, Scotland, where his film "Riot in Cell Block 11" won the Award of Merit at the eighth annual Film Festival which ended this week.

OHIO THEATRE BUSINESS UP IN JULY, AUG.; SEE FURTHER RISE

COLUMBUS, O., Sept. 9.—Business in Ohio theatres climbed in July and August and is expected to continue high throughout the fall and winter, said Mardo Williams, Columbus Dispatch business writer, in a column titled "Movie Attendance Up, TV No Longer a Threat."

Williams interviewed Robert Wile, secretary of the Independent Theatre Owners of Ohio, on reasons for the current revival of public interest in pictures. Wile said that hit films made their appearance just as the magnetism of TV began to wane. He added that wide screens and new techniques proved a curiosity-factor and that tax relief permitted needed improvements in equipment and furnishings. Drive-ins became an accepted part of the industry and began booking better programs.

Williams said that films now being made for wide screens are not adapted for the small TV screen. He said that pictures like "Dragnet" "may point up the difference in the two entertainment media and cause TV to stick to crime probes, committee hearings, vaudeville or stunts in which films cannot compete."

The picture isn't all bright, Williams admitted. Neighborhood theatres have been battling all the other problems plus a limited-parking area factor, he said. "Most of those neighborhood houses which closed in Ohio during the past few years blame parking limitations in various degrees," he said. "Some insist it is the sole cause of their woes." Williams said there were 1,038 indoor Ohio houses open in 1948 and 620 at the present time. Most of the casualties were neighborhoods. Drive-ins climbed from 115 in 1948 to 192 this year.

People

Curtis Miller, general manager of the Claughton circuit in Tampa, will take a similar post for the company in Miami, replacing **A. W. Corbett** who will handle an executive post at the Urmey Hotel in Miami, recently taken over by the Claughtons. **Robert E. Morales** has been named manager in Tampa.

□

Herman (Dusty) Rhodes, owner of drive-ins in Columbus, Ga., and Montgomery, Ala., is recuperating from a heart attack in the Crawford Hospital, Atlanta.

□

Stanley Buchsbaum, New York City assistant corporation counsel and active in the current admission tax situation, announced the birth of his first child, **Joel Stephen.**

□

Esther Williams and her husband, **Ben Gage,** opened a national theatre tour at the Fabian Palace in Albany this week and will play a three-day engagement at 4,200-seat State Theatre in Hartford starting today, marking the resumption of operations at the latter house.

□

Jim DeBerry, Columbia Pictures sales representative in Charlotte, and **Mrs. DeBerry** became the parents of a baby girl this week.

□

Richard R. Montgomery has been appointed manager of the Ritz Theatre, Ocala, Fla., having gone there from Palm Beach where he managed the Carlton.

□

Martha Hyer, one of the newer luminaries of Paramount Pictures, is in New York for a series of radio and television appearances, as well as meetings with the press. In her brief career she has made films in Japan, Australia and Africa, as well as in Hollywood.

□

Harold Fellows, president and board chairman of the National Association of Radio and Television Broadcasters, will be the guest speaker at the organization's first luncheon meeting of the new season at the Hotel Roosevelt here next Wednesday.

□

Aaron Seidler, of the New Albert Theatre, Baltimore, and Mrs. Seidler are receiving congratulations upon the birth of a son, Marc, at Johns Hopkins Hospital.

'Jazz' Bow Set

The featurette "Jazz Dance" will have its American premiere on Sept. 20 at the Paris Theatre, together with that of the Italian feature "Bread, Love and Dreams," its producer-director, Roger Tilton, announced here yesterday.

Tax Rate

(*Continued from page* 1)

also fight any requests for major excise tax cuts, the Treasury officials say. Film industry officials so far have shown little enthusiasm for a new fight next year to obtain further admission tax relief. The Treasury attitude on excise tax cuts generally indicates that the film industry officials are right in their feeling that another admission tax relief campaign right now would face rough going. Congressmen, too, are likely to feel that any excise cuts next year should go to industries that were slighted this year.

Economic Situation a Factor

Of course, a lot will depend on economic conditions between now and January and on which party controls the new Congress.

While the Treasury will oppose any sweeping tax cuts, it will recommend some relief provisions, according to present plans. One such provision which the Treasury will likely recommend is relief for foreign earnings of U. S. companies. The Treasury made such a recommendation this year, and the House approved it, but the Senate vetoed it. Film companies attacked the House version because it did not afford the proposed relief to film distributors, and Treasury and congressional tax officials are understood to be at work to see if the new recommendation can meet some of the objections against this year's proposal.

67 Theatres for Bout

(*Continued from page* 1)

to carry the telecast which will be the largest closed-circuit hookup on large screen ever undertaken, Halpern said.

Virtually every theatre equipped for closed-circuit big screen television, except those blacked out in metropolitan New York and New England and those for which private lines are not available, will carry the fight, the TNT head reported.

The first Marciano-Charles encounter, telecast by TNT last June 17, established the previous high for the closed-circuit TV field. For this event, the largest audience ever to watch a big screen telecast assembled in 61 theatres located in 45 cities from coast to coast.

Maier to CBS in Real Estate Post

Milton L. Maier, former general manager of RKO Theatres' real estate department, has been named to the post of general manager of real estate for the Columbia Broadcasting System here.

Maier resigned from RKO Theatres last June after 26 years with the company in various capacities including that of house counsel and real estate counsel.

Safer to Represent Filmakers Org.

Harry Mandell, general sales manager of Filmakers Releasing Organization, has appointed Jack Safer as Mid-Central states sales representative. He will headquarter in Indianapolis and will also supervise Cincinnati and Memphis territories.

Mandell planes this weekend for a three-week swing of New York, Chicago, Atlanta and Dallas.

Reviews

"Three Hours to Kill"

(*Columbia*)

THE desperate attempts of a man to clear his name and reputation from the stigma of a murder of which he has been falsely accused brings to this film an atmosphere of high moral quality and mood that is both attractive and stimulating. Against a background of a frontier town, Dana Andrews faces the wrath of the community populace and escapes from a lynching to vindicate himself, finally, in a dramatic succession of events highly reminiscent of "High Noon."

In color by Technicolor, the film has Andrews doing a creditable job in the lead, with support coming from Donna Reed, Dianne Foster and Stephen Elliott. The focal figure in the screenplay by Richard Alan Simmons and Roy Huggins has been created with intelligence and imagination, but most of the other characters in the screenplay are stereotyped. Thus there are moments that are top-grade and others that are routine. Commercially the picture should easily do better than the average.

Tired of running away, Andrews returns to the town to smoke out the real murderer. The girl he loved and was to marry, Miss Reed, has married another, thinking Andrews guilty. Furthermore, Andrews discovers, she had become the mother of his child. Andrews is given three hours to get out of town by the sheriff. In those precious hours he proceeds to single out suspect after suspect in an attempt to uncover the real murderer. Fights, taut moments, shootings and suspicions emerge as Andrews presses toward his objective. Finally the least suspected, the sheriff, is bared as the killer. A wild break for freedom followed by a climactic battle brings the story to its conclusion. Once slandered and villified, Andrews is now the hero. Although the town wants him, he decides to start life afresh elsewhere. Harry Joe Brown produced and Alfred Werker directed.

Others in the cast include Richard Coogan, Laurence Hugo, Arthur Fox and Francis McDonald.

Running time, 77 minutes. General audience classification. Release date not set.

"Two Guns and a Badge"

(*Allied Artists*) *Hollywood, Sept. 9*

VINCENT M. FENNELLY'S production for Allied Artists combines excellent action and suspense in an off-beat western which will more than please the customers in houses playing this type of film. Utilizing the old premise of mistaken identity, screenwriter Dan Ullman has the chief character really an ex-convict who becomes regenerated by being on the right side of the law for the first time in his life. Wayne Morris, known for his rugged roles, plays it to the hilt, as the only marquee-value personality of the cast, which consists, in the main, of Morris Ankrum, Beverly Garland, Roy Barcroft, William Phipps, Damian O'Flynn and Stanford Jolley.

Fennelly and the director, the late Lewis D. Collins (this was one of his last efforts), aided by cinematographer Joseph M. Novac, achieve a gloss far above what one might expect in this category of picture. It was previewed in Hollywood in an aspect of 1 to 1.85 (black and white), which most effectively showed off the action-crammed sequences.

The plot is simple, although at times, unfortunately, it gets tangled up in inept dialogue. Morris is mistaken for a gunman hired by the lawful element of a small Arizona Territory community to rid the area of rustlers. Exposed as an ex-convict, he owns up to his past, does the job for which he was employed, becomes the sheriff and finds romance.

Running time, 69 minutes. General audience classification. For September release.

"Jesse James Women"

(*Panorama-UA*)

PRODUCED by local theatre men in Mississippi, "Jesse James Women" deals with the famed outlaw and his entanglements with the opposite sex. The emphasis is placed on the women in his life, although there are enough brawls, riding and shooting to satisfy the western fans.

Jesse and his gang go to a town in Mississippi where they are known only by reputation. His first conquest is the banker's daughter who helps him loot the bank in return for a promise of marriage. Also on hand is the proprietress of the local saloon whose crooked partner James runs out of town, leaving him all the money. Between kisses, she hounds him throughout the picture for her share.

The third female on his list is the saloon's singer who charms him into a boxing match with a professional. He loses the fight and all his money only to regain the latter as he robs the two of them leaving town. The final lady of his life is a woman known as Cattle Kate whom he once swindled. He manages to do it again, leaving her behind bars.

Despite his wandering eye, all of these young ladies manage to fall in his arms at the slightest provocation. However, he leaves them all behind when he departs from this interesting town.

The story line of "Jesse James' Women" is somewhat weak and presents the outlaw as a glorified combination of Robin Hood and Beau Brummell. There's a rough-and-tumble hair-pulling match between two of his lady loves that's fun to watch and a few other emotional outbursts, but for the most part, it's fairly tame stuff.

Donald Barry stars as Jesse James and performs with a smile throughout. Jack Beutel as his brother Frank and Peggie Castle as the saloon owner are the only other names. The rest of the cast is undistinguished.

Barry also directed from a screenplay by D. D. Beauchamp. The producers were Lloyd Royal and T. V. Garraway. The picture was photographed in color and it is its greatest asset.

Running time, 83 minutes. General classification. For September release.

Index

(*Continued from page* 1)

cent above at the end of December, 1953. It dropped to 90 per cent above the base period in March, 1954, but was back to 92 per cent above at the end of June.

The adult index reached an all-time high of 97 per cent above the base period at the end of June. From a reading of 77.9 per cent in September, 1952, it rose steadily to 95.3 per cent at the end of December 1953, dropped to 93.7 per cent at the end of March, and then climbed to the June record figure.

The children's price index went from 49.4 per cent above the base period at the end of September, 1952, steadily up to 72.5 per cent above the base period, at the end of December 1953. It dropped to 65.8 per cent in March and dropped further to 63.3 per cent at the end of June.

N. J. Allied

(*Continued from page* 1)

available all of its resources for the guests of the convention, the unit said. Entertainment has been arranged for each night as well as a cocktail party, golf tournament and special entertainment for the ladies.

Business sessions will revolve around the report of national Allied's recent visit with the general sales managers. Directions to the national delegate for his guidance at the next national board meeting will be decided upon.

The convention will be brought to an end with a banquet.

Greenblatt

(*Continued from page* 1)

the important circuits headquartering in New York.

Nathanson's promotion gives him supervision over Chicago, Indianapolis, Des Moines, Omaha, and Milwaukee. He also will retain direct charge of the Chicago branch. Before joining Allied Artists he was with United Artists in a sales executive capacity.

The new sales appointments, Goldstein pointed out, are in keeping with the expansion plans of Allied Artists and will enable the sales department to maintain a closer contact with exhibition.

Set Release Dates For RKO Shorts

The first three Screenliners in RKO's 1954-55 short subjects release schedule have been announced by Sidney Kramer, short subjects sales manager.

"House of Knowledge," the behind-the-scenes story of the Smithsonian Institute in Washington, will go into release on Sept. 17. "Alpine Fortress," a study of Switzerland as one of the world's oldest democracies, is scheduled for Oct. 15, while "Just Pets," a subject showing how the love of pets has grown in this country, is set for Nov. 12.

Rob Springfield House

SPRINGFIELD, Mass., Sept. 9.—Thieves entered B&Q's Bijou Theatre here, taking about $1,000 in small bills and silver from the house safe. On the theatre's program is "Pushover," billed as "a story of temptation."

"Professionals and Trade Paper Reporters Were Unstinting in Their Admiration"...

—*NEW YORK TIMES*

AT PARAMOUNT'S
PREVIEW OF

VISTAVISION

AND THE FIRST FABULOUS ATTRACTION IT GLORIFIES

IRVING BERLIN'S

White Christmas

STARRING

BING CROSBY · DANNY KAYE
ROSEMARY CLOONEY · VERA-ELLEN

Color by TECHNICOLOR

with **DEAN JAGGER** · Lyrics and Music by **IRVING BERLIN** · Produced by Robert Emmett Dolan
Directed by Michael Curtiz · Dances and Musical Numbers Staged by Robert Alton
Written for the screen by Norman Krasna, Norman Panama and Melvin Frank

"Paramount delivers everything it promised for VISTAVISION. Shown to 300 members of the press, viewers' reaction was obviously excellent. Sharpness, clarity and definition were evident and Technicolor attained new beauty.

"WHITE CHRISTMAS is super entertainment, replete with everything for the exhibitor to sell and the audience to applaud. A sure boxoffice winner." —*Film Daily*

. . . .

"VISTAVISION will add to the public's enjoyment and the exhibitor's profit.

"WHITE CHRISTMAS will be a green one also—the green of overflowing folding money in the cash drawer." —*Boxoffice*

WORLD PREMIERE

"VISTAVISION is destined to be a magnetic word on theatre marquees henceforth. It proved itself brilliantly.

"WHITE CHRISTMAS is a failure-proof picture. It has everything any tip-top-grossing musical has plus one thing no other attraction ever had, VISTAVISION. This picture is likely to play right thru the winter and into the spring at Radio City Music Hall."

—*Motion Picture Daily*

"Added to the photographic excellence of VISTAVISION is the 'big stage' effect in the 1.85 -1 ratio. For many theatres this will mean filling the entire proscenium arch, giving the audience the scope and realism of a full stage." —*Daily Variety*

"VISTAVISION, Crosby, Kaye and an Irving Berlin score are a hot combination to parlay WHITE CHRISTMAS into big business at the boxoffice." —*Variety*

"VISTAVISION enhances dramatic values, embellishes the entertainment qualities and generally increases the emotional impact. Technicolor takes on a new beauty.

"We were knocked off our pins by WHITE CHRISTMAS. A sugar-plum of a movie."

—*Hollywood Reporter*

"VISTAVISION should benefit any size and shape of picture that any exhibitor might choose for his theatre.

"The public is sure to pronounce WHITE CHRISTMAS Paramount's best. It has 12 Berlin songs including 'Count Your Blessings,' sure to lead the Hit Parade."

—*Motion Picture Herald*

"VISTAVISION has superior quality in clarity, depth and definition.

"WHITE CHRISTMAS is a smash that should break boxoffice records everywhere!"

—*Showmen's Trade Review*

"VISTAVISION will carry a big wallop!

"WHITE CHRISTMAS with its powerful barrage of top names, the debut of VISTAVISION, the Technicolor and the songs, should wrack up big grosses."

—*The Exhibitor*

"VISTAVISION is extremely impressive—will play an important role in the future of the industry.

"WHITE CHRISTMAS should become one of the big money-makers of the year!"

—*The Independent*

"WHITE CHRISTMAS on VISTAVISION is better than its pre-publicity plugs! Vera-Ellen dances like a dream. Danny Kaye is a surprise both as a dancer and actor. There's only one Bing Crosby. And Rosemary Clooney sings like a bird. The Irving Berlin music is super." —*Louella O. Parsons*

ADIO CITY MUSIC HALL

MOTION PICTURE DAILY'S BOOKING CHART

ALLIED ARTISTS	COLUMBIA	LIPPERT	M-G-M	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L	WARNERS
JUNGLE GENTS Bowery Boys C—63 min. (5420) (Release 9/5/54) **TWO GUNS AND A BADGE** Wayne Morris W—69 min. (5427) (Release 9/12/54) **KETCHIKAN** Mark Stevens Joan Vohs Martha Hyer D— (Release 10/10/54) **TARGET EARTH** Richard Denning Virginia Grey D— (Release 10/17/54) **TONIGHT'S THE NIGHT** (Color) Barry Fitzgerald Yvonne DeCarlo David Niven C—90 min. (Release 10/24/54)	(August Releases) (Reprint) **CORONER CREEK** Randolph Scott Marguerite Chapman W—90 min. (Rev. 6/4/48) **PUSHOVER** Fred MacMurray Kim Novak Phil Carey D– 87 min. (Rev. 7/23/54) Os **THE LAW vs. BILLY THE KID** (Color) Scott Brady W—73 min. (Rev. 7/23/54) Os (Reprint) **GUNFIGHTERS** Randolph Scott Barbara Britton W—73 min. (Rev. 6/13/47) (Sept. Releases) **A BULLET IS WAITING** (Color) Jean Simmons Rory Calhoun Stephen McNally WD—82 min. (Rev. 8/20/54) **HUMAN DESIRE** Glenn Ford Gloria Grahame Broderick Crawford D—90 min. (Rev. 8/6/54) **THE BLACK DAKOTAS** (Color) Gary Merrill Wanda Hendrix John Bromfield W—	**TERROR SHIP** William Lundigan D—(5330) (Release 9/3/54) **SILENT RAIDERS** Richard Bartlett Earle Lyon Jeanette Bordeaux D—(5400) (Release 9/17/54) **THE UNHOLY FOUR** Paulette Goddard D—(5401) (Release 9/24/54) **LIFE WITH THE LYONS** Bebe Daniels Ben Lyon D— (Release 10/1/54) **DEADLY GAME** Lloyd Bridges Simone Silva D—(5402) (Release 10/8/54) **THE SIEGE** Special Cast D—(5323) (Release 10/29/54)	**BETRAYED** (Color) Clark Gable Lana Turner Victor Mature D—108 min. (Rev. 7/19/54) (Release 9/3/54) Ps or Os **ROGUE COP** Robert Taylor Janet Leigh George Raft D—92 min. (Rev. 9/1/54) (Release 10/8/54) **BEAU BRUMMEL** (Color) Stewart Granger Elizabeth Taylor D—107 min. (Release 10/22/54)	(August Releases) **LIVING IT UP** (Color) Dean Martin Jerry Lewis Janet Leigh Edward Arnold C—95 min. (Rev. 4/29/54) **ABOUT MRS. LESLIE** Shirley Booth Robert Ryan Marjie Millar Alex Nicol D—104 min. (Rev. 4/30/54) (Sept. Releases) **REAR WINDOW** (Color) James Stewart Grace Kelly Wendell Corey Thelma Ritter Raymond Burr D—112 min. (Rev. 7/13/54) **SABRINA** Audrey Hepburn William Holden Humphrey Bogart C—113 min. (Rev. 8/2/54)	**MAKE HASTE TO LIVE** Dorothy McGuire Stephen McNally Mary Murphy D—90 min. (Rev. 4/1/54) (Release 8/1/54) **JOHNNY GUITAR** (Color) Joan Crawford Sterling Hayden Mercedes McCambridge Scott Brady D—110 min. (Rev. 5/5/54) (Release 8/23/54) **THE OUTCAST** John Derek Joan Evans D— (Release 10/1/54)	(Re-Release) **SHE WORE A YELLOW RIBBON** John Wayne John Agar Joanne Dru OD—103 min. (Rev. 7/27/49) (Release 9/4/54) Robert C. Ruark's **AFRICA ADVENTURE** Documentary (Release 9/18/54) **PASSION** (Color) Cornel Wilde Yvonne De Carlo D— (Release 10/2/54) SA—Os	(Sept. Release) Darryl F. Zanuck's **THE EGYPTIAN** (Color) Jean Simmons Gene Tierney Edmund Purdom Victor Mature Bella Darvi D—140 min. (Rev. 8/25/54) CS—Ss, Ms, or Os (Oct. Releases) **A WOMAN'S WORLD** (Color) Clifton Webb June Allyson Fred MacMurray Cornel Wilde Lauren Bacall Van Heflin Arlene Dahl C— CS—Ss, Ms or Os **CARMEN JONES** (Color) Harry Belafonte Pearl Bailey Dorothy Dandridge MD— CS—Ss, Ms or Os **THE ADVENTURES OF HAJJI BABA** (Color) Elaine Stewart John Derek D— CS—Ss, Ms or Os	(August Releases) **CROSSED SWORDS** (Color) Errol Flynn Gina Lollobrigida D—86 min. (Rev. 7/28/54) **DOWN THREE DARK STREETS** Broderick Crawford Ruth Roman Martha Hyer D— **MALTA STORY** Alec Guinness Jack Hawkins D—98 min. (Rev. 7/15/54) **VICTORY AT SEA** Documentary 97 min. (Rev. 5/17/54) **THE DIAMOND WIZARD** Dennis O'Keefe Margaret Sheridan Philip Friend D—83 min. (Rev. 7/19/54) (Sept. Releases) **SUDDENLY** Frank Sinatra Sterling Hayden Nancy Gates D—77 min. **KHYBER PATROL** (Color) Richard Egan Dawn Addams Patric Knowles OD—71 min. (Rev. 8/19/54) **GOLDEN MISTRESS** (Color) John Agar Rosemarie Bowe D— **JESSE JAMES' WOMEN** (Color) Peggie Castle Jack Beutel W—	(Sept. Releases) **BLACK SHIELD OF FALWORTH** (Color) Tony Curtis Janet Leigh David Farrar D—100 min. (Rev. 8/3/54) CS—2D—Ss, Ps **DAWN AT SOCORRO** (Color) Piper Laurie Rory Calhoun David Brian W—80½ min. (Rev. 7/16/54) (Oct. Releases) **NAKED ALIBI** Sterling Hayden Gloria Grahame D—86 min. (Rev. 8/26/54) **WEST OF ZANZIBAR** (Color) Anthony Steel Sheila Sim D—	**DRAGNET** (Color) Jack Webb Ben Alexander Ann Robinson D—91 min. (Rev. 8/20/54) (Release 9/4/54) **THE BOUNTY HUNTER** (Color) Randolph Scott Dolores Dorn W— (Release 9/25/54) **A STAR IS BORN** (Color) Judy Garland James Mason Jack Carson MD— (Release 10/16/54) CS—Ss

***Keys: SYSTEM:** CS—CinemaScope; VV—VistaVision; SA—SuperScope (anamorphic print); 3D—two prints; 3D(1)—single strip.*

***SOUND:** Ss—Four track magnetic stereophonic sound; Ss(2)—Separate stereophonic sound print; Ps—Perspecta optical directional sound; Ms—single track magnetic sound; Os—standard optical sound.*

Letters denote the following: (D) Drama; (M) Musical; (C) Comedy; (O) Outdoor action; Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.

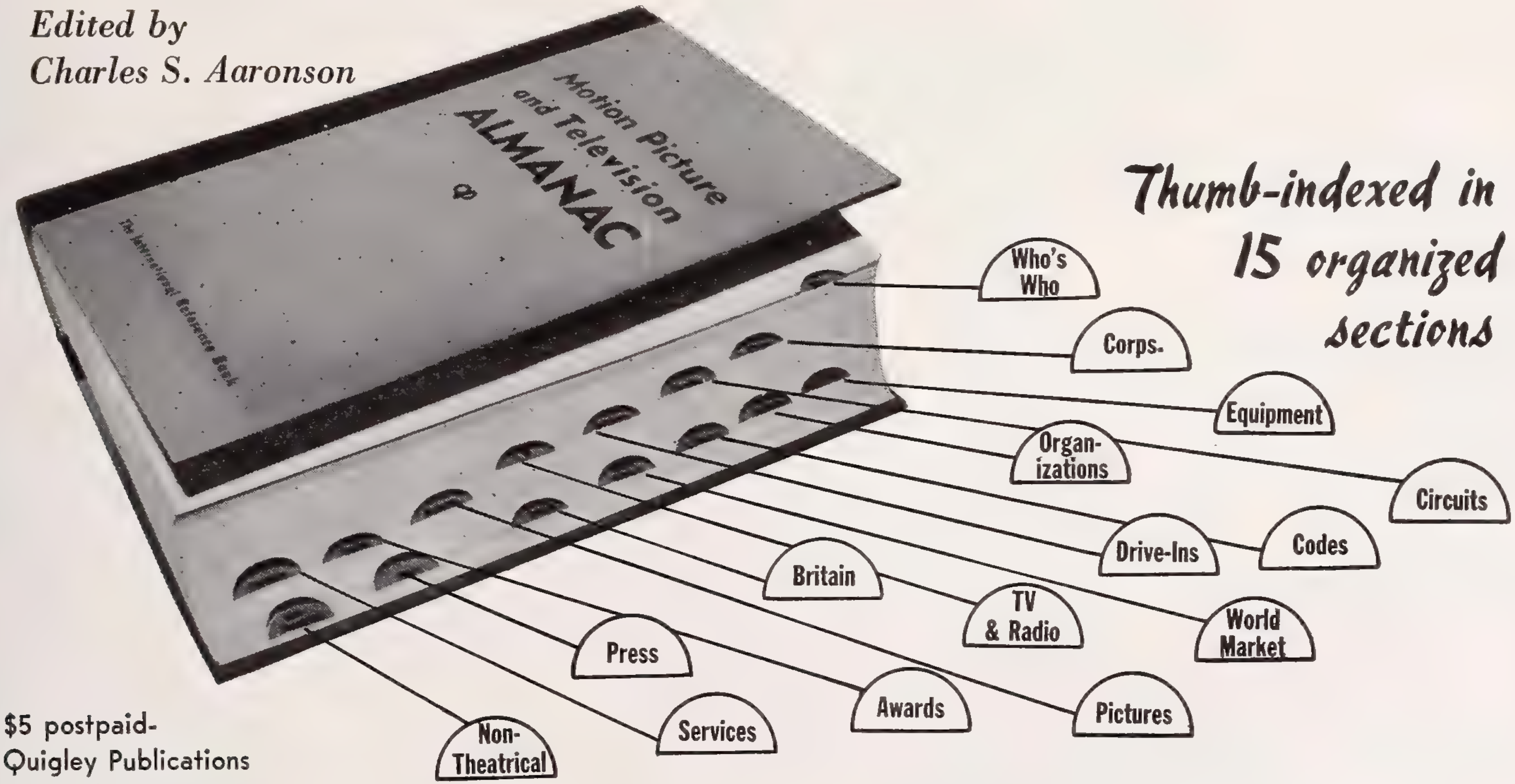
Rolling . . .

The presses are now rolling for the largest print order in the 26-year history of the ALMANAC. It appears obvious from advance orders that the circulation of the 1955 edition will set a new record.

This is the "must have" book for more people in the motion picture and television industries than any other reference volume—the one they *use* most often—the one they keep always handy because so much of the useful information it contains cannot be found in *any* other reference volume.

Soon, its thousands of subscribers throughout the United States and Canada and in over eighty foreign countries will have the 1955 Motion Picture and Television ALMANAC in their hands—and the up-to-date facts literally at their finger-tips. If you haven't yet ordered your copy, make sure of it by ordering now.

Edited by
Charles S. Aaronson


Motion Picture and Television ALMANAC
The International Reference Book
Who's Who
Corps.
Equipment
Organizations
Circuits
Drive-Ins
Codes
Britain
TV & Radio
World Market
Press
Awards
Pictures
Services
Non-Theatrical

Thumb-indexed in 15 organized sections

$5 postpaid-
Quigley Publications
1270 6th Avenue
New York 20, N. Y.

The 1955
Motion Picture
and Television
ALMANAC

QP A QUIGLEY PUBLICATION

Court Seeks

(*Continued from page 1*)

practice of the Southern District of New York, in addition to having ramifications outside the New York District.

Heretofore, one attorney pointed out, the common practice had been that interrogatories would be submitted after a complaint had been filed or answered, or sometimes even before the complaint had been answered. An answer to these interrogatories would have to be filed or objected to within ten days, it was explained. In this instance, the attorney went on, the judge in effect will act as a "policeman" limiting the extent of the interrogatories and the area of "discovery."

In his ruling, Justice Dawson stated "the plaintiff in this case is not content with a short and plain statement of the claim, but includes in the complaint a series of allegations of all the misdeeds of the motion picture industry from the 1920's to date, the relevancy of which to this particular complaint is hard to fathom. . . ."

Continued Justice Dawson: "The extent to which certain types of cases such as triple damage anti-trust actions have consumed the time of the courts has been a matter of great concern to those charged with the administration of justice. . . ."

Justice Dawson in his opinion then refers to a "significant observation" of the Report of the Judicial Conference regarding anti-trust litigation, citing this paragraph of the Report:

" 'It is not practical to proceed in these cases as in a law suit of ordinary complexity and bulk; that is, to let the parties exhaust the cross-fire of pleading, to conduct open court pretrial hearings, or to let the counsel try the case as they please. The potential range of issues, evidence and argument is so great, and the necessities of adversary representation so compelling that the activities of counsel will result in records of fantastic size and complexity unless the trial judge exercises rigid control from the time the complaint is filed.' "

"This admonition," Justice Dawson added, "should be taken seriously by the bench and bar. A complaint should not be allowed to wander far afield. . . ."

In the complaint, a "national conspiracy" was alleged with the situation at the Dykman Theatre described as "local manifestations." In addition, it was further charged that the distributor defendants and their theatre affiliates conspired in various U. S. cities, listing New York, Chicago and Kansas City among them.

$324,000 Asked

The anti-trust suit, filed by the plaintiff's attorney, William Gold, sought $324,000 in treble damages and injunction directing distributor defendants to serve the Dykman Theatre as a non-exclusive neighborhood first-run theatre. Plaintiff, among other things, alleged a conspiracy favoring the RKO Coliseum and RKO Marble Hill.

Plaintiff attorney Gold, asked to comment on yesterday's decision, declined, explaining he had not read the full opinion as yet.

George Raftery, of O'Brien, Driscoll & Raftery, counsel for RKO Theatres, argued the motion seeking to strike the complaint. The other defendants were represented by R. W. Perkins, of Warner Brothers; Dwight, Royall, Harris, Koegel and Caskey, for 20th Century-Fox; Donovan Leisure Newton and Irvine, for RKO Radio Pictures, with James V. Hayes of Counsel, and Everett Frohlich of Schwartz and Frohlich, represented Stanley Warner.

I.A. Asks Foreign-Pact 'Adviser'

(*Continued from page 1*)

to the production of films in Great Britain for television and theatre use in the U. S."

Walsh, recently reelected to the IA presidency for his eighth term of office, stated that "a labor adviser should sit in on all meetings between Johnston and foreign film representatives when negotiating new agreements to study and advise on pact proposals which may have some effect on the industry labor movement."

Reply Now Awaited

Preparing to leave for Los Angeles on Sunday to meet with the Hollywood Film Council and to attend the AFL convention, beginning on Sept. 20, Walsh said that the proposal has been presented to Johnston, but an answer from the MPEA head has not been received as yet.

A representative of the MPEA said here yesterday that there has been no recent communications between Johnston and Walsh on this subject.

Commenting on the recent talks which were concluded with O'Brien, M.P. and general secretary of the National Association of Theatrical and Kine Employees early this month, the IA head stated "friendly arrangements have been made as to the discussion of any mutual problems which arise before they become aggravated."

An understanding has been reached with O'Brien as to the production of films in Great Britain for U. S. exhibition, he said. "This television problem is affecting us here because film producers find that costs are lowered when they produce overseas," Walsh said.

"The U. S. makes at least 80 per cent of the world's films and the IA is prevailing on producers to continue to make their product in this country," he said. "It is quite a problem to stop this runaway production. If some sort of an assembly-line process for producing product could come into existence, costs would be lowered, producers would continue to utilize U. S. technicians in production, and a solution to the problem would be at hand," the IA president asserted.

Walsh Not Going Abroad

O'Brien, prior to leaving New York for England on Sept. 2, revealed that Walsh would come to England in the near future to meet with British labor officials concerning mutual production problems. Walsh yesterday stated that he has no present plans to go to England.

Walsh informed the trade press that the IA is surveying union and production problems in other foreign countries besides Great Britain. "We are studying these labor problems to see how they would concern us here," he said. "There have been communications between the Italian labor leaders and Hollywood officials," Walsh said. The IA is also watching the increasing film production in Spain and other countries, he stated.

Commenting on the IA entering into agreements with foreign labor organizations, Walsh said that "it may be a possibility in the future." The IA will enter into no agreements with Communist-influenced labor groups in foreign nations such as in Italy, the labor head flatly stated.

Asked about the union's August convention and the anti-administration slate, Walsh replied that there "was no bitterness shown on anyone's part and the week-long meeting was a very enjoyable one."

He stated that the IA is about to enter into contract negotiations with film company exchanges throughout the nation and that an answer is expected from exchange heads as to how the negotiations will take place. "It is hoped that the November negotiations will take place on a national basis instead of an individual basis," Walsh said. "If they are conducted industry-wide, the results will be more beneficial to exchange members," he stated.

Sees Small Locals Aided

Commenting on the special department situation, Walsh said that the smaller IA locals were getting aid and more consideration than has been revealed. "The Motion Picture Home Office Employees, H-63, was offered an 'A' charter a short time ago, but they turned it down," the IA president said.

H-63 officials, prior to the August convention in Cincinnati, were seeking an "A" charter from the IATSE and full union autonomy to aid them in concluding agreements.

Walsh said that within a short time, the IATSE will conclude contract talks with Altec and RCA covering all employees in both concerns.

Asked about the CIO-AFL nonraiding agreement, Walsh said that the IA will not become a party to that agreement because "it is not practical, because many of those participants do not have any jurisdiction in the film industry."

Seeks B.O.T. Conference

The IA president, commenting on Box Office Television's agreement with Actors' Equity Association covering payment schedules and working conditions for theatre telecasts of Broadway legitimate shows, said that he had been informed some time ago about BOT's operation but the theatre TV organization will have to come in to talk with him over the pay scales for technicians.

BOT officials, who are now concluding negotiations with New York unions of all crafts involved in the telecasting of legitimate shows, are expected to meet with top IA officials shortly.

St. John Office Wins RKO Sales Drive

St. John, N. B., won the Jack Labow sales drive for the six RKO exchanges throughout Canada, it was announced yesterday by Walter Branson, world-wide general sales manager. Combined billings of all exchanges hit 110.3 per cent of the quota for the six-week drive, tops for Canadian sales in RKO history.

The St. John exchange, headed by Ken Snelgrove, was followed by Calgary, managed by Arthur Elliott, and Toronto, with Myer Nackimson as manager.

Other exchanges, with managers, finished in the following order: Winnipeg, Barry Myers; Montreal, Harry Cohen, and Vancouver, Jim Davie.

Six Holdovers in Denver; A Record

DENVER, Sept. 9.—With "Dragnet" showing the way by running up a record $32,000 at the Paramount, six films were holding over in Denver, which is a record. Others holding are "Vanishing Prairie," into its fourth week at the Aladdin; "Broken Lance" into its third week at the Centre; "Rear Window" into its third week at the Denham; "On the Waterfront" at the Denver, and "Seven Brides for Seven Brothers," at the Orpheum.

Another unusual feature, as far as Denver is concerned, is that eight of the nine first runs were single-billing, and the Vogue, usually single bill, double billed the past week.

Marilyn Monroe Cops Front Pages Here

A Page One sweep of New York's metropolitan newspapers was registered by 20th Century-Fox's Marilyn Monroe, who arrived in New York from California by air yesterday for filming of "The Seven Year Itch" in CinemaScope.

Front-page pictures of the blonde screen beauty, plus inside photos and stories were carried in the Post, Journal-American and the World-Telegram & Sun, following a mass press welcome for her held at the Idlewild Airport.

More than 60 newspaper reporters and photographers, wire service representatives, newsreel cameramen and crews of TV lensmen were at the field covering Miss Monroe's early morning arrival.

File $2,475,000 Suit In Utica, N. Y.

UTICA, N. Y., Sept. 9.—J. Steven Holt and the Central Avenue Amusement Co., Inc., both of Albany, filed an anti-trust suit here seeking $2,475,000 in damages against major distributors and others.

The plaintiffs charged that they had been discriminated against through an alleged conspiracy and that they had been charged higher prices for their product.

2 More Drive-ins In Denver Territory

DENVER, Sept. 9. — Two more drive-ins are being readied for early opening in the territory, with one of them opening a new town to films. R. H. Daniels is building a 350-car drive-in, planning on a year-round operation, at Hollywood, N. M., which will give the town its first film establishment.

Schumour Theatres is building a 350-car drive-in at Craig, Colo., where they also operate conventional theatres in the town.

Universal-International's

THE BLACK SHIELD OF FALWORTH

Inspires PHOTOPLAY Magazine's Biggest Film Fashion Promotion!

Over 3,000,000 readers are being told about this fine film and exciting merchandising tie-up in the current issue of **PHOTOPLAY!**

600 leading department and specialty stores from coast-to-coast, involving 18 national manufacturers of feminine apparel are tied in on this promotion. These stores have been supplied by **PHOTOPLAY** with this attractive promotion kit ▶ containing dealer helps and material to aid them tie up with local exhibitors showing the film.

PHOTOPLAY
STAR FASHIONS
inspired by Universal-International's
"The Black Shield of Falworth"
a Technicolor CinemaScope production starring Tony Curtis and Janet Leigh
PHOTOPLAY
"The Black Shield of Falworth"
Promotion Kit!
issue of PHOTOPLAY
featuring fashions
inspired by
Universal-International's

FULL DETAILS about this project are also included in a special bulletin available from: Exploitation Department, Universal Pictures Company Inc., 445 Park Avenue, New York 22, New York

Be sure to pick-up the October issue of PHOTOPLAY— on sale at all newsstands now!

Universal-International presents

THE
Black Shield
OF FALWORTH

COLOR BY *Technicolor*

IN CINEMASCOPE

Starring **TONY CURTIS · JANET LEIGH**

DAVID FARRAR · BARBARA RUSH · HERBERT MARSHALL

with Torin Thatcher · Daniel O'Herlihy · Rhys Williams · Craig Hill

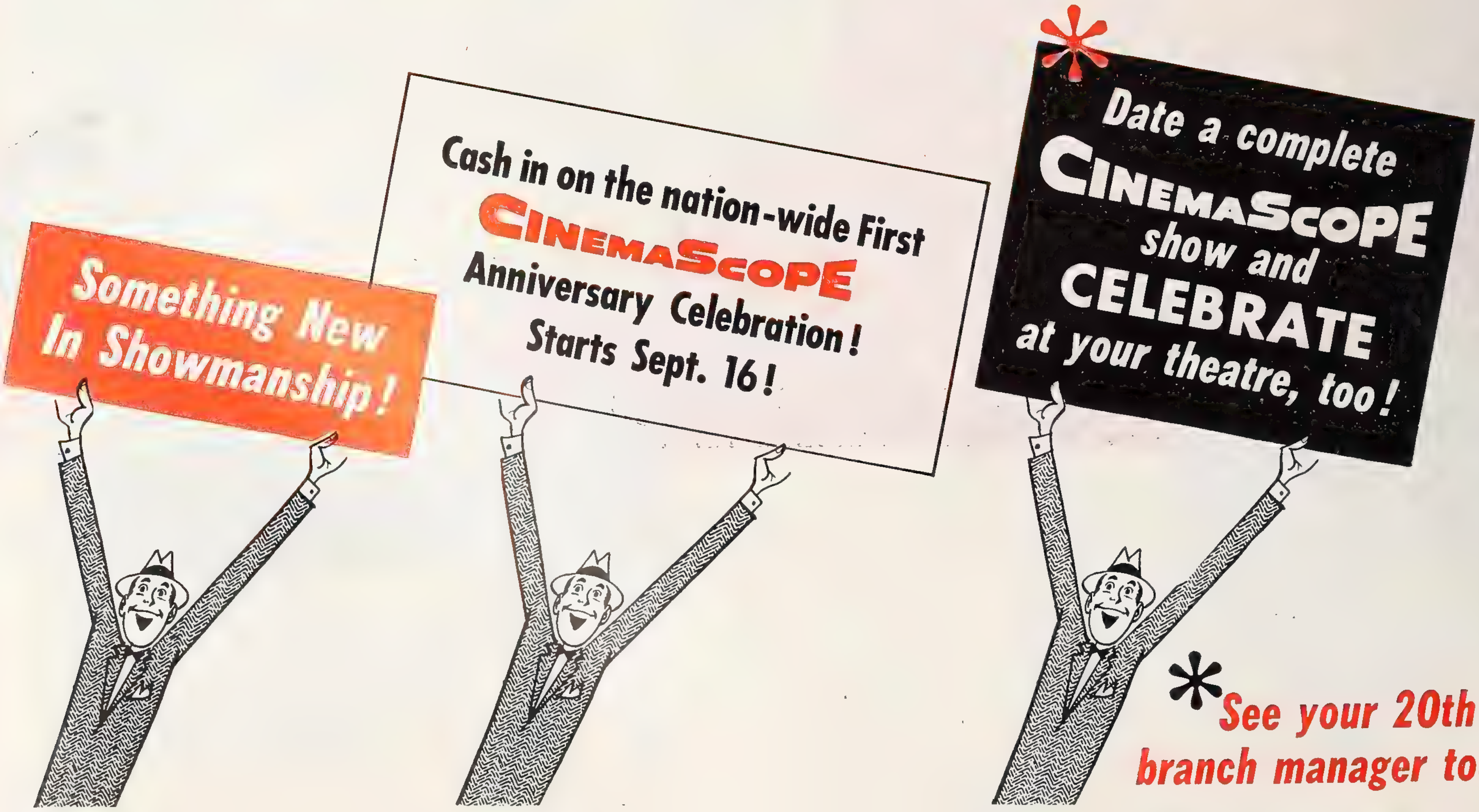
Directed By RUDOLPH MATE · Screenplay By OSCAR BRODNEY

Produced By ROBERT ARTHUR and MELVILLE TUCKER

Dear Ed Sullivan:

We'll all be watching your great **"TOAST OF THE TOWN"** CBS TV show this Sunday night when you salute 20th Century-Fox's brilliant production chief, **DARRYL F. ZANUCK,** producer of the record-breaking CINEMASCOPE Anniversary Hit, **"THE EGYPTIAN."**

We (and 40,000,000 others from coast to coast) will also see and hear you tell the world about such other wonderful coming 20th Century-Fox CINEMASCOPE attractions as **"WOMAN'S WORLD," "CARMEN JONES," "DESIREE," "BLACK WIDOW"** and **IRVING BERLIN'S "THERE'S NO BUSINESS LIKE SHOW BUSINESS."**


Something New In Showmanship!
Cash in on the nation-wide First CINEMASCOPE Anniversary Celebration! Starts Sept. 16!
* Date a complete CINEMASCOPE show and CELEBRATE at your theatre, too!

*See your 20th branch manager today!

All
The News
That
Is News

MOTION PICTURE
DAILY

Concise
And
To The
Point

VOL. 76. NO. 51 NEW YORK, U. S. A., MONDAY, SEPTEMBER 13, 1954 TEN CENTS

$250,000 Pledged

Film Leaders Push Sale of Israel Bonds

Seek Wide Participation As Tribute to Balaban

Top industry leaders launched an all-out campaign to obtain industry-wide participation in the $1,000,000 tribute to Barney Balaban, president of Paramount Pictures, pledging themselves to $250,000 by filling a minimum of 25 tables at the Sept. 26 testimonial dinner at the Waldorf-Astoria Hotel here.

The industry officials acted at a luncheon meeting at the Hotel Astor on Friday which was called by Si Fabian, president of Stanley-Warner Corp., and Jack Cohn, executive vice-president of Columbia Pictures.

The tables to be filled by the motion picture industry at the Balaban testimonial will represent a minimum of $250,000 in Israel Bond sales.

The testimonial is being sponsored by the Metropolitan Council of B'nai B'rith in recognition of Balaban's "35 years of dedicated service to the B'nai B'rith and to his fellow man." Par-

(*Continued on page* 6)

ShowProduct At TOA Meet

Many distributors will show samples of upcoming product at the annual convention of Theatre Owners of America, in Chicago, Oct. 31-Nov. 4, it was disclosed at the weekend by Walter Reade, Jr., TOA president.

Reade said he was heartened by the response of the film companies to his invitation that they show their upcoming product at special screenings at the convention. Among those com-

(*Continued on page* 6)

Elect Layman RKO Financial V-P

Sol A. Schwartz, president of RKO Theatres Corp., announced that at a meeting of the board of directors Dudley G. Layman was elected financial vice-president. Layman is also a director of the company.

Activities to Mark 'Scope Anniversary In Cities This Week

Celebrations and activities honoring CinemaScope's first birthday will be held on Wednesday in many cities of the United States, Canada and capital cities of the world in which exhibitors will be joined by local government officials, business, civic and social figures.

Commemorative ceremonies such as the unveiling of plaques and birthday parties are planned for Wednesday at scores of theatres. CinemaScope birthday cakes will be cut by local mayors in the presence of notables from all walks of life and the press. Proclamations designating Sept. 16 as "CinemaScope First Anniversary Day" will be issued in many localities.

Much Cooperative Advertising

Slugs in theatre ads calling attention to the anniversary are planned by a large number of circuit and independent exhibitors; while tributes to CinemaScope are being readied by leading department stores and other merchants in local newspaper ad insertions.

Editorials, special layouts showing pictorial highlights of CinemaScope's initial year, and interviews with theatremen on their experiences introducing CinemaScope to their patrons are planned by general and film trade newspapers all over the world.

Television and radio also will play an important part in the celebration with leading network and independent

(*Continued on page* 4)

Allied Stronghold

NO. CENTRAL TOA UNIT IN PROSPECT

Group Invites Association Leaders to a Meeting; Levy, Reade, Kerasotes Accept

Special to THE DAILY

MINNEAPOLIS, Sept. 12.—A movement to launch a Theatre Owners of America unit in this North Central Allied stronghold area was reported in industry circles to be under way here at the weekend.

Harold Field of Pioneer Theatres was said to be the leader of the dissident exhibitor group reportedly angered at the "radical" steps proposed by NCA president Ben Berger calling for "picketing" of the Columbia exchange, as well as other policies.

Field, who left Minneapolis for Iowa at the weekend, could not be reached for comment. Harold Kaplan, Field's partner, said he understood that TOA planned to set up a unit here, but did not know whether a meeting had been scheduled, or for what purpose.

Meanwhile, it was learned that TOA officials, including TOA president Walter Reade, Jr., Herman Levy, general counsel, and George Kerasotes, have accepted an invitation to meet with Field.

Harry B. French, president of Min-

(*Continued on page* 6)

October Hearing for Hillside Appeal

The "price discrimination" case brought by the Hillside Amusement Co. of Hillside, N. J., against the major companies and Warner Brothers Theatres will be heard by the Second Court of Appeals here next month.

The Hillside company, operating the Mayfair Theatre, had charged that the distributors were charging higher film rentals for the Mayfair than for comparable theatres of the Warner circuit and sought to apply the Robinson-Pattman Act, which prohibits price discrimination of commodities. The case was dismissed and the plaintiffs filed an appeal. It was said to have been the first industry action seeking an application of the Robinson-Pattman Act.

MGM Adds 6 To Schedule

M-G-M has completed its releasing schedule for the calendar year by adding six new pictures and four reprints to the number previously announced for release between January and September. The six new pictures and four reprints will make a total of 29, exclusive of "Julius Caesar" and "Brigadoon," which are being given "special handling." Of the six

(*Continued on page* 6)

ABPT Annual Meet Set for Sept. 21

Approximately 100 executives of American Broadcasting - Paramount Theatres and its affiliates will convene Sept. 21-23 for AB-PT's annual meeting in Shawnee-on-the-Delaware, Pa.

Leonard Goldenson, AB-PT president, will act as chairman at the meeting.

Due to Network Programs

Theatrical Films for TV On Decline; Flow Ebbing

A stalemate has developed in the television market for theatrical motion pictures, a relatively small number of theatrical films entering the market and the alloted time for such films on TV diminishing, according to one distributor of films for TV.

The distributor, who declined the use of his name, explained the diminishing market and supply, with few exceptions, this way: On one hand, he pointed out, the maximum a producer can realize on a picture in the TV market is about $50,000 in the U.S. once distribution and print costs are deducted. Such "peanuts" dissuade vitually all producers with the exception of those who want to "liquidate."

On the other hand, the distributor pointed out, there is more network and local programming currently than heretofore, limiting the time free for

(*Continued on page* 6)

Altec, RCA Sign IATSE Pacts

Sound service engineers employed by Altec and RCA will receive higher wages and shorter hours under terms of a new contract announced jointly at the weekend by the companies and the IATSE.

The new agreement is retroactive to Aug. 22, the date the old one expired, and provides a five per cent pay increase, bringing the basic weekly scale

(*Continued on page* 6)

Personal Mention

Charles J. Feldman, Universal Pictures vice-president and general sales manager, left New York over the weekend for Omaha.

•

W. R. Frank, producer-exhibitor, is scheduled to arrive here from the Coast next Monday to discuss with United Artists home office officials campaign plans for his latest production, "Sitting Bull."

•

Jack Gordean, vice-president of Famous Artists, Beverly Hills, and Mrs. Gordean sailed from New York Saturday aboard the "Liberte" for Europe.

•

Wiliam Levy, assistant general manager in Europe for Columbia Pictures, left here Saturday for London via B.O.A.C. Monarch.

•

Emery Austin, M-G-M exploitation manager, Mrs. Austin and their son Emery, Jr., were in Hartford from New York over the weekend.

•

Mrs. Ilene Botwick, secretary to Arthur C. Bromberg, president of Allied Artists Southern Exchanges, Atlanta, is in New York from there.

•

Fortunat Baronat, Universal's foreign publicity director, has returned to New York from Tokyo.

•

William L. Taub, theatrical producer, has left New York on the "Liberte" for Europe.

•

Darrin McGavin, British actor, arrived here Friday from London via B.O.A.C.

Catholic Leaders See Film on Pope

WASHINGTON, Sept. 12.—Archbishop Patrick A. O'Boyle of Washington, apostolic delegate Amleto Cicognani and various leaders of Catholic groups in Washington were guests at the Motion Picture Association's Academia Theatre Friday for a showing of "The Story of the Pope," a short made here by Capitol Film Laboratories.

After the showing, the print was given to Archbishop O'Boyle who will present the print to His Holiness Pius XII when he makes his official visit to Rome later this month.

Start Work Sept. 17 On New SDG Plant

HOLLYWOOD, Sept. 12.—Groundbreaking ceremonies for the new $300,000 Screen Directors Guild headquarters building and theatre will be held Sept. 17 with Mayor Norris Poulson and George Sidney, guild president, as principal speakers.

Construction will start immediately on the building, which will contain guild offices, library, exhibition gallery, and 435-seat theatre equipped to show all processes.

29 Stars Appeared On Zanuck Salute

Twenty-nine personalities appeared last night on the hour-long salute to Darryl F. Zanuck, 20th Century-Fox production head, over Ed Sullivan's CBS-TV "Toast of the Town."

Stars were: Susan Hayward, Jack Haley, Arlene Dahl, Sheree North, Cesar Romero, George Raft, Robert Stack, Jean Hersholt, Tyrone Power, Clifton Webb, Ruby Keeler, Cameron Mitchell, Sonja Henie and Katy Jurado.

Also Edward G. Robinson, Herbert Marshall, Jimmy Durante, James Gleason, Thomas Mitchell, Edmund Gwenn, Maureen O'Hara, Jane Withers, Charlton Heston, Dan Dailey, Gloria de Haven, Jack Benny and Tony Martin.

Zanuck, who appeared on the show, returned from Europe on Friday especially for the Sullivan telecast which emanated live from Hollywood.

Maurice Segal to 'U' Publicity Dept.

Maurice Segal, who recently resigned as an account executive with the Norton and Condon public relations organization, will join the home office advertising and publicity department of Universal Pictures today to work under Jeff Livingston on publicity for the J. Arthur Rank Organization film productions, it was announced over the weekend by Charles Simonelli, Eastern advertising and publicity department manager..

Segal replaces Sheldon Gunsberg who has resigned to join the Walter Reade Theatres enterprises. Before his association with Norton and Condon, Segal was trade press contact for RKO Radio Pictures and Paramount and before that he was associated with Century Theatres and 20th Century-Fox..

UA Lists Four For Release in October

"The Barefoot Contessa," Joseph L. Mankiewicz's Technicolor production starring Humphrey Bogart and Ava Gardner, and "Sitting Bull," first United Artists film in CinemaScope, head the list of October UA releases announced by William J. Heineman, vice-president.

"The Little Kidnappers" and "Operation Manhunt" also will be released in October, the United Artists announcement said.

"The Barefoot Contessa" will be launched at the Capitol Theatre in New York with a world premiere on Sept. 29, for the benefit of CARE. The regular, continuous performance engagement will begin next day.

Broidy, Mirisch Sail For N. Y. on Sept. 16

HOLLYWOOD, Sept. 12.—Steve Broidy and Harold Mirisch, of Allied Artists, will sail from London Sept. 16 aboard the "Queen Mary" after conferences with John Huston. Before returning to Hollywood, they will confer in New York with Edward Morey, Morey Goldstein and William F. Rodgers.

Columbia Honors Wormser, Astor

Two of Columbia's veteran home office executives were honored at a reception on Friday. The two executives, Mortimer Wormser, assistant treasurer of Columbia and vice-president of Columbia International, and sales executive Louis Astor, each have been with the company 25 years.

More than 100 home office executives, department heads and veteran employees were present as executive vice-president Jack Cohn thanked both men for their service to the company and presented them with gifts commemorating the occasion.

RKO Sales, Studio Heads Meet Today

HOLLYWOOD, Sept. 12.—RKO Radio Pictures' top echelon sales staff will arrive in Hollywood tomorrow from New York headquarters for a four-day series of production and distribution conferences with J. R. Grainger, president of RKO, and C. J Tevlin, vice-president in charge of studio operations.

Heading the sales contingent will be Walter Branson, world-wide general sales manager; Herb Greenblatt, domestic sales manager, and Nat Levy, Eastern-Southern division sales manager. Herb MacIntyre, Western division sales manager, headquartering in Los Angeles, will join the sales executives' sessions.

The RKO sales executives will return to New York on Thursday of this week.

Disney Officials to Coast For Sales Conferences

Leo F. Samuels, general sales manager for Walt Disney Productions, accompanied by Irving Ludwig and Ned Clarke, has left New York for Hollywood over the weekend to meet with studio heads on release policies concerning "20,000 Leagues Under the Sea," CinemaScope feature, and "The Lady and the Tramp," a CinemaScope feature cartoon.

During the week-long conferences, Samuels will meet with RKO sales executives concerning the release policies to be adopted for both Disney productions.

Lippert, Jr., to Mexico

HOLLYWOOD, Sept. 12.—Robert L. Lippert, Jr., left over the weekend for Mexico City, where he will supervise editing and scoring of "The Black Pirates," filmed in Ansco color in El Salvador with Anthony Dexter, Lon Chaney and Martha Roth starred.

AA Borrows Debra Paget

HOLLYWOOD, Sept. 12.—Allied Artists on Friday borrowed Debra Paget from 20th Century-Fox to co-star with Raymond Massey in "John Brown's Raiders," the Vincent Fennelly production which Charles Marquis Warren will direct.

Johnston Postpones Trip to Hollywood Until Next Month

By Staff Correspondent

WASHINGTON, Sept. 12.—Motion Picture Association president Eric A. Johnston has postponed plans to go to Hollywood until next month or later.

Johnston, who is scheduled to return to New York from Europe today, had planned to go to the West Coast for a lengthy visit after several days in New York. MPAA officials said Johnston instead would attend an MPAA board meeting in New York tomorrow and then return here.

The possible inclusion of TV revenues as a base for determining a film company's share in foreign revenues is expected to be among the items discussed at today's scheduled meeting of the Motion Picture Association of America board of directors.

Other items slated for discussion and possible action include proposed modifications of the Production Code, recommendations which have evolved over the course of years, a title dispute and an appeal by Warner Brothers regarding "Battle Cry."

The title dispute was said to revolve around J. Arthur Rank's "Romeo and Juliet," to be distributed by United Artists in the U. S. Rights to the title are being claimed by David O. Selznick. Warner Brothers was said to be appealing Production Code Administration's objection to the use of "hell" and "damned" in "Battle Cry."

The TV revenue issue was said to revolve around a proposal that film companies be allowed to include their TV billings in the U. S. in assessing their share of foreign revenue remittances in certain areas of the world. The proposal, at this stage, would only affect Columbia, which has a subsidiary TV company, Screen Gems, and Republic, which has sold some of its films to TV, it was pointed out.

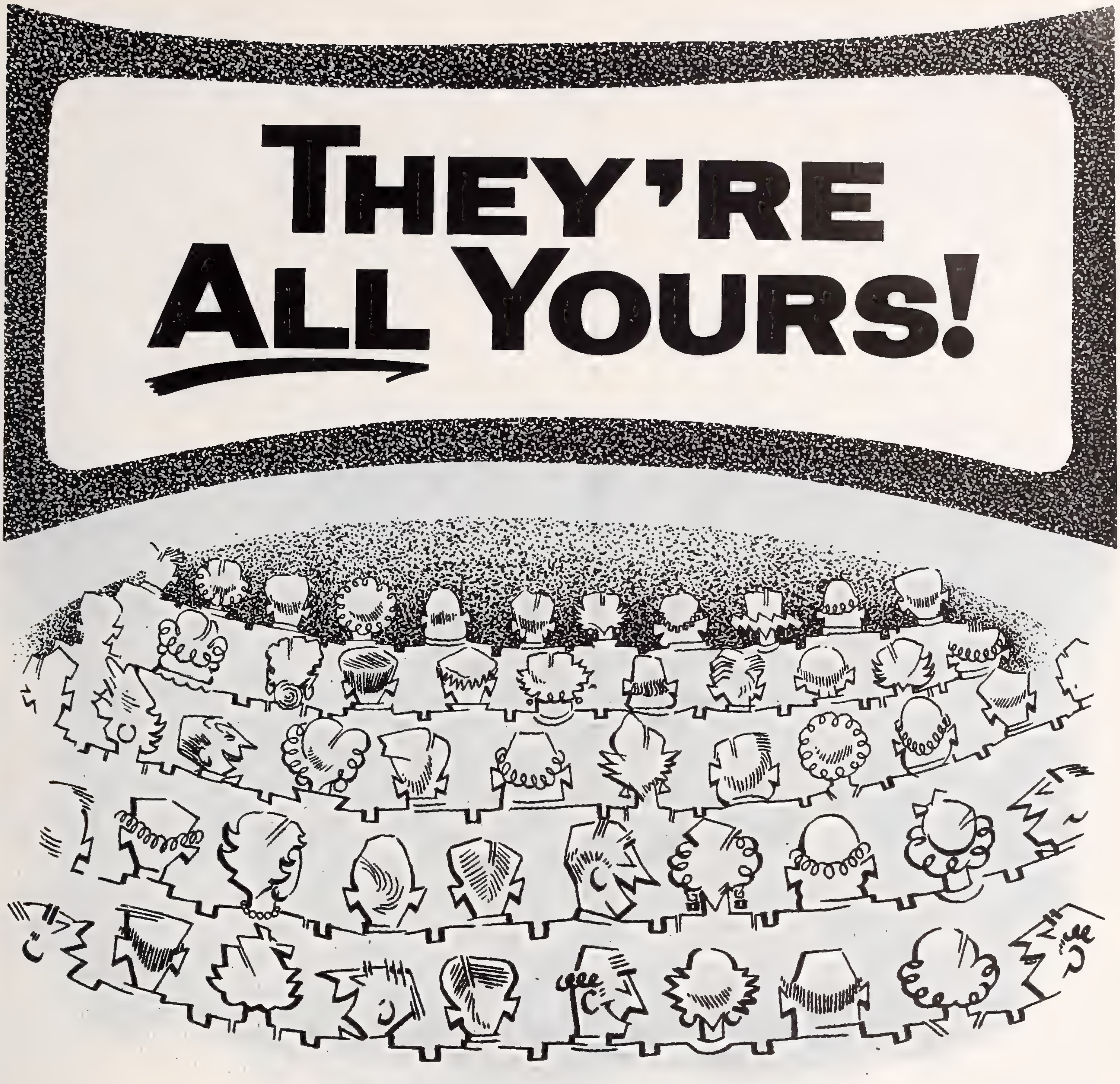
Shooting Starts on 'Wonders' Tomorrow

The Lowell Thomas expedition starts shooting "Seven Wonders of the World" tomorrow in Cardiff, Wales. This is the beginning of a five-month shooting schedule for "a series of dramas involving the peoples of the earth," which will take the expedition around the globe for Cinerama.

A group of key members of the production staff flew out of Idlewild here yesterday to be on the ground for the first "take," including Harold E. Squire, first cameraman, who has been around the world with a camera nine times and who has been with Cinerama since its inception; Richard J. Pietschmann, Jr., sound engineer also of the original Cinerama crew; Robert M. Herndon, veteran assistant director, cameramen John S. Priestley and Harvey Genkins and Martin Philbin, Michael J. Mahony, Mahlon H. Marshall, Jr., and James R. Morrison.

Ted Tetzlaff, director and other members of the expedition are already abroad.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor. Published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau; 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.



Every man, woman and child . . . every occupied seat . . . is your "captive audience"! Add them up and they give your trailers 100% readership . . . an advantage unrivalled by any other advertising medium.

So, when you're thinking of where to put your advertising dollar . . . put it on the screen . . . because that's where it scores in front of 100% of your *sold* customers. And, of course, that means Trailers . . .

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

News Roundup

Benefit for Old North Church

Paramount Pictures is offering a special pre-vue showing of "Sabrina" at the Astor Theatre, Boston with all proceeds to go to the restoration Steeple Fund of the Old North Church. The famous steeple was blown down by the recent hurricane. The pre-vue evening is set for Sept. 22, while the regular run for the film starts the following day at the Astor.

■

TV Set Production Declines

Television set production underwent its usual seasonal decline in July, the Radio - Electronics - Television Manufacturers Association has reported. A total of 306,985 sets were manufactured in July, a four-week reporting period, RETMA said. This compared with 544,142 sets in the five reporting weeks in June and 316,289 sets in July 1953.

■

Canadians Eye Court Case

Organized exhibitors in Canada are watching the outcome of a case before the Supreme Court of the Dominion which is expected to clarify the jurisdiction of the federal copyright appeal board in determining the annual fee schedules for the performance of musical works. The test case actually involves the Radio Station CHML at Hamilton, Ont., and the Composers, Authors and Publishers Association of Canada. The resulting judgment could affect the system of performing-right fees for all users, including theatres, under the government - board procedure. The board normally sits at Ottawa in January to pass upon proposed charges.

■

ASCAP Bows to Decca

ASCAP's softball team helped to celebrate Decca Records 20th anniversary by losing to the Decca team, 11 to 2. ASCAP's next game is with Victor Records here tomorrow at 5:00 P.M. at Diamond No. 2 in Central Park at 64th St.

fabulous speed to
LOS ANGELES

Fly United's new
DC-7 NONSTOP
"The Continental"

Leave at noon. Arrive before 5 p.m. on the nation's fastest airliner! Many extra comforts, full-course meals. DC-7 service also to Chicago and San Francisco!

UNITED AIR LINES

Reviews

"Ugetsu"

(Daici-Harrison)

THE last Japanese picture to be treated with critical acclaim on these shores was "Rashomon." The latest Japanese import, "Ugetsu," is at least as good and in many respects superior. Its commercial appeal probably will be limited to art theatres.

"Ugetsu" combines reality and fantasy, fact and legend, into a composite of cinematic beauty. It takes place in that period of Japanese history when feudal lords and their armies roamed the countryside terrorizing the villagers. It is the story of four of these peasants, their dreams, their emotions, their frailties.

One of the men is a potter whose greatest ambition is to sell his wares in the city. His wife merely wants the joys of a wife and mother. The other man is a farmer with ambitions of becoming a warrior with men at his command to which his wife objects. When an army arrives at the village to begin its looting, the four escape toward the city loaded with pottery. Because of the danger involved, the potter insists his wife and child return.

Once in the city they begin to make some money. The farmer takes his share and runs off to become a warrior, leaving his wife who eventually becomes a geisha girl. The potter meets a wealthy and beautiful young girl under whose ghostly spell he falls. The tragedy which encompasses them all is delicately and touchingly portrayed.

Machiko Kyo and Masayuki Mori, both of whom starred in "Rashomon," play the wealthy girl and the potter. They, and the rest of the cast, all unknown, are remarkably adept at conveying emotions even to those whose knowledge of Japan, her people and history is remote and practically nil.

The picture was produced by Masaichi Nagata and directed by Kenji Mizoguchi. The screenplay was adapted from the classic stories of Akinari Ueda. Special mention should be made of Kazuo Miyagawa's photography much of which resembles fine painting. "Ugetsu" is a Daiei Film Production being released here by Edward Harrison.

Running time, 96 minutes. Adult classification. For September release.

"The Black Dakotas"

(Columbia)

AN EMISSARY of Abraham Lincoln bearing a peace treaty to the Sioux Indians, as well as a gift of $130,000 in gold, forms an attention-compelling opening sequence for "The Black Dakotas," a standard outdoor action drama featuring a cast that includes Gary Merrill, Wanda Hendrix, John Bromfield and Noah Beery, Jr.

Merrill, the head of a Confederacy spy ring, seeks to filch the gold that goes with the treaty. The screenplay by Ray Buffum and DeVallon Scott has woven a slight romantic element into the story between Miss Hendrix and Bromfield. The latter two become involved together in maneuvers to get at the bottom of the skullduggery and find themselves entangled in the machinations of Merrill. There is the customary riding, gunplay and fisticuffs as the story proceeds.

Toward the climax, Merrill, tempted by the money, forgets all about the Confederacy he is supposed to espouse, and schemes out a way to get the loot for himself. This involves the killing of his own men, including Beery, Jr. The inevitable ending sees the fist fight between the hero and villain and the capture of the latter.

Wallace MacDonald produced and Ray Nazarro directed.

Supporting the principals in the cast are Howard Wendell, Robert Simon, John War Eagle, Jay Silverheels and Frank Wilcox.

Running time, 65 minutes. General audience classification. For September release.

AA Booking 'Jungle' In Over 300 Houses

"The Human Jungle" will be launched by Allied Artists under saturation bookings involving more than 300 theatres, it was announced by Morey R. Goldstein, vice-president and general sales manager. The Gary Merrill-Jan Sterling starrer will be world-premiered on Sept. 28 at the Joy Theatre, New Orleans. More than 50 other theatres in the South will open the film the following day.

On Oct. 6, it opens at the Roosevelt Theatre in Chicago and 55 other theatres in the Illinois area. The following day at the Broadway-Capitol, Detroit, and the Paramount and Fenway, Boston, the openings will spearhead saturation engagements in the Michigan and New England areas.

The film's kick-off in the Wisconsin area will be made at the Towne Theatre, Milwaukee, where it is set to open on Oct. 8.

The New Orleans premiere of the film will be attended by members of the cast, headed by Merrill and Miss Sterling and including Regis Toomey and Emile Meyer. Producer Hayes Goetz and director Joe Newman also will attend.

Airline Reports Film A Top Cargo Item

Motion picture film was among the 10 top cargo items carried by United Air Lines during the first eight months of 1954, according to a survey taken by the company.

Ranked by total weight flown, the 10 leading air freight commodities shipped by United in the period were machines and machine parts, cut flowers, electrical equipment, wearing apparel, auto parts and accessories, printed matter, aircraft parts and accessories, film, nursery stock and live animals.

R. L. Mangold, superintendent of cargo sales, said 1953 marked the first year film was included in the top tonnage bracket. He attributed its high standing to the wider use of film by television stations throughout the nation and releases of many new feature films.

People

William L. Clark has been appointed assistant director for Europe for the United States Information Agency. He formerly was assistant director for the American republics. **Frank Oran, Jr.,** Clark's deputy, has been named assistant director for the American republics.

□

Charles Oppenheim has been appointed director of press information for CBS Television.

□

Michael Emanuele, Transfilm optical cameraman, was married here yesterday to Emily Moran of Transfilm's animation department.

□

Ellis L. Reddin of the Magnavox Co. is the new chairman of the public relations and advertising committee of the Radio-Electronics-Television Manufacturers Association.

□

Ellis Moore has been named director of the press department of National Broadcasting Co.

□

Frances Beck has been appointed to handle fashion promotions on United Artists' long-range advance campaign for "Romeo and Juliet."

□

Tom Harmon, of football fame, will narrate the foreword to RKO's "Quest For a Lost City."

□

Myer Bebchick, father of Benjamin Bebchick, M-G-M sales manager in Boston, died last week.

□

Daniel Walsh, of American Broadcasting-Paramount Theatre's mail department, has resigned to join the U.S. Army.

□

George Hoffman, ASCAP comptroller, this week is celebrating his 25th year with the organization.

Anniversary

(*Continued from page* 1)

stations programming salutes to the medium, which will be showing in over 11,000 theatres in more than 40 nations on the natal day.

Exhibitors planning large-scale local campaigns are being aided by special press kits containing an assortment of news and feature stories plus a CinemaScope chronology which 20th Century-Fox has prepared and air-mailed to the field.

Wires and letters from exhibitors, producers and manufacturers and distributors of CinemaScope equipment also are being sent to 20th Century-Fox president Spyros P. Skouras congratulating him and the company for bringing CinemaScope to theatregoers in the past 12-months.

THE BEST
IN PRODUCT...
THE BEST
IN SERVICE
PROJECTION ROOM
NATIONAL
TRADE-MARK
Projector Carbons
NATIONAL CARBON COMPANY

● Given the best projector carbons made, the "rest" of perfect projection lies in the projectionist's skill and the service rendered by his supplier.

NATIONAL CARBON'S nationwide advisory service has featured prominently in every phase of projector-lighting progress from the discovery and development of new and better carbon-arc materials right down to their firing-line application in theatres.

Not only do "National" carbons excel in brilliance, color-balance and uniformity, but they give you all these features at the lowest cost per unit of light and per inch of carbon consumed.

Call on "National" carbons and NATIONAL CARBON service for the ultimate in picture quality, at least overall cost.

THE PICTURE IS LIGHT...
GIVE IT ALL YOU CAN
with "NATIONAL" CARBONS

The term "National" is a registered trade-mark of Union Carbide and Carbon Corporation

NATIONAL CARBON COMPANY
A Division of Union Carbide and Carbon Corporation • 30 East 42nd Street, New York 17, N.Y.
District Sales Offices: Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco
IN CANADA: Union Carbide Canada Limited, Toronto

Hold Hearing Today On Extension of Temporary Tax Stay

Opposition to the extension of the temporary injunction, which curbs New York from collecting the five per cent admission tax breakage, to include all of the city's circuit and independent exhibitors is expected to be registered this morning before Supreme Court Justice Charles S. Colden in Queens Supreme Court by Assistant Corporation Counsel Stanley Buchsbaum.

Five Theatres Plaintiffs

Five Queens theatres belonging to the Century, Brandt, RKO and Loew's circuits are plaintiffs in the suits and are affected by the injunction order which was issued in July by Supreme Court Justice Nicholas M. Pette on the grounds that the New York City admission levy "attempts to impose a tax in excess of five per cent."

In addition to enjoining the tax's "breakage provision" which allegedly oversteps the State Enabling Act of 1947, the Pette injunction further enjoins New York City from requiring exhibitors in the case to turn over to the city "so much of the tax heretofore or hereafter collected" as based on fractional parts of one cent.

Exhibitor attorneys representing over 275 theatres have filed 67 affidavits seeking court permission for intervention. The first payment of the tax levy, due within 10 days, is to be paid by all theatres located within the boundaries of New York City except the plaintiffs, who are exempt from paying the tax breakage by the injunction order.

Circuits File Affidavits

It was learned at the weekend that Skouras Theatres, Fabian Theatres, Stanley-Warner Corp., United Paramount Theatres, Interboro Theatres and United Artists Theatres have filed affidavits seeking intervention permission.

The exhibitor lawyers will ask Judge Colden to enlarge the temporary injunction order to include all New York City theatres because they are affected in the same manner as the plaintiffs by the admission levy. A circuit attorney stated on Friday that the city may seek the posting of $250 bonds by each exhibitor who wishes to become a party to the action.

In the meantime, both Buchsbaum and exhibitor attorneys are in accord as to the settlement of the suit without court trial. Both plaintiffs and defendant are anxiously awaiting word from Supreme Court Justice Percy D. Stoddart as to a decision on motion papers for summary judgment which were heard in Queens Court two weeks ago.

See Injunction Upheld

Stoddart's decision, it is expected, will uphold his colleague's temporary injunction order causing Buchsbaum to file an appeal in the Appellate Division in Brooklyn, the next higher court.

Thomas Bress, Loew's attorney, said at the weekend, that "it is the intention of all theatre operators to refund to the public all of the tax which the courts may declare was illegally imposed." The city expects to get the windfall of the alleged illegal tax breakage if the amusement levy is termed illegal, on the grounds that the theatres are only collectors of the five per cent admission levy, he said.

The Loew's attorney cited a previous court suit, Kesbec Case 278 New York Court of Appeals which, he said, is applicable to the present suit.

"By having placards and posters displayed in all theatre lobbies and boxoffices, exhibitors are showing their intention to refund the monies instead of having to turn the tax breakage over to the city for public use," Bress said.

M-G-M Adds 6 to Schedule

(*Continued from page* 1)

new pictures, four are in Technicolor, making a total of 20 in color for the year.

This compares with a total of 46, including the general release of "Quo Vadis," for the 1953 calendar. Of this total, 19 were in color.

In the 1954 schedule, four pictures are in CinemaScope as compared to two 3-D pictures released in the previous year.

Starting in October, "Rogue Cop," starring Robert Taylor, Janet Leigh and George Raft, will head the list of releases and will be followed by "Beau Brummell," starring Stewart Granger and Elizabeth Taylor, in Technicolor. Two reprints definitely scheduled for this month include "A Woman's Face," starring Joan Crawford and Melvyn Douglas, and "Dr. Jekyll and Mr. Hyde," starring Spencer Tracy and Ingrid Bergman.

For November there will be "Athena," starring Jane Powell, Debbie Reynolds, Edmund Purdom and Vic Damone, leading off the list, and "The Last Time I Saw Paris," with Elizabeth Taylor, Van Johnson and Donna Reed. Both are in Technicolor. There also will be two reprints, "Tarzan and the Ape Man" and "Tarzan Escapes," both starring Johnny Weismuller and Maureen O'Sullivan.

For December, there will be "Crest of the Wave," starring Gene Kelly and Jeff Richards, and "Deep in My Heart," in Technicolor, starring Jose Ferrer, Helen Traubel, Merle Oberon and an all-star guest cast.

The reprints scheduled for October and November are definite releases, while the company continues to test two other packages, namely "Father of the Bride" and "Father's Little Dividend," both pictures starring Spencer Tracy, Elizabeth Taylor and Joan Bennett, as one unit, and "Battleground," with an all-star cast, and "Asphalt Jungle," starring Sterling Hayden, Marilyn Monroe and Jean Hagen, as another combination. Each package will be tested in five different Loew's situations starting on Oct. 7 and 8.

IATSE

(*Continued from page* 1)

of sound men up to $136.50, while the salary of those covering more than one geographical area is raised to $159.43.

It is also provided that the work week will be cut from 48 to 44 hours for a two-year period, after which it will be further reduced to 40.

The agreement runs through 1958, with a reopening for renegotiation of wages provided at the beginning of the last two years.

The new pact calls for the company to furnish automobiles when they are needed. However, in an emergency, not to exceed 30 days, a sound man will be paid seven cents a mile for use of his car.

The agreement was reached following talks which extended over several months. Representing the union at these sessions, on appointment by international president Richard F. Walsh, were general secretary-treasurer Harland Holmden, International vice-president Harry J. Abbott and international representative Joseph D. Besson. Representing the employers were W. L. Jones, vice-president of RCA Service Co. in charge of the technical products division, and H. M. Bessey, executive vice-president of the Altec Service Corp.

'Passage' Starts Wed.

"Southwest Passage," starring Rod Cameron, Joanne Dru and John Ireland, will begin its first Brooklyn engagement at the Brooklyn Paramount Theatre on Wednesday.

TV Films

(*Continued from page* 1)

theatrical motion pictures on TV. This has occurred, the distributor contended, due in a large measure to the realization by the TV industry that entertainment specially designed for the TV media is needed.

Old theatrical films now being shown throughout the country on TV, it was explained, are usually allotted to the late evening hours. Another factor diminishing the market, it was added, is that smaller stations, the new ones included, now are getting more network programming.

Despite the spate of new TV stations, he continued, the only good TV markets for theatrical films remain in the large centers.

With the films for TV market stabilizing itself in the current fashion, the distributor saw little, if any likelihood, of any of the majors becoming interested in the TV field. Rather than looking to TV, he contended, the motion picture companies have expanded their market through the use of new techniques.

TOA

(*Continued from page* 1)

nesota Amusement Co., asked to comment on the reports, said that Field had called him relative to TOA matters, but had not discussed his plans with him. French is now a member of TOA.

Meanwhile, there was speculation, based on reports from Washington, that Abram F. Myers, Allied general counsel, may, too, visit Minneapolis. From Washington it was learned that Myers plans a trip to the Midwest this week and it was held possible here that Myers may present Allied's position to the Field group.

Walter Reade, Jr., president of Theatre Owners of America, reached at his Oakhurst, N. J., circuit headquarters, confirmed that he had been invited by Harold Field, of Pioneer Theatres, Minneapolis, to discuss "exhibitor problems."

Asked to comment on the reported TOA invasion of North Central Allied territory, Reade said it is not TOA's policy to impose units. Rather, he declared, the policy is to have the unit formed in the field. The TOA president said he would visit Minneapolis sometime following his planned trip to Montana later this month.

TOA in the last year has added units in the Pacific Northwest and in Montana and is reported to be interested in obtaining representation in other territories.

Product

(*Continued from page* 1)

panies which have accepted the bid, he said, are 20th Century-Fox, Columbia, RKO Radio Pictures and Allied Artists. United Artists and Loew's, he added, declined.

The major item on the agenda, Reade reiterated, will be the product situation and for the first time, he added, convention delegates will be given an opportunity to see what the product line-up actually is, rather than just talk about product possibilities.

Asked when the next TOA meeting with advertising-publicity executives of the Motion Picture Association of America will take place, Reade replied that he is waiting to hear from the MPAA committee.

$250,000 Is Pledged

(*Continued from page* 1)

ticipation in the tribute is by the purchase of $1,000 in State of Israel Developments Bonds.

Fabian and Cohn took the leads in spearheading the campaign by each purchasing a $10,000 bond in honor of the Paramount president.

Attending the Astor luncheon were: William Brandt, of Brandt Theatres; George F. Dembow, National Screen Service; Leopold Friedman, M-G-M; William J. German, W. J. German, Inc.; Leon Goldberg, United Artists; Herbert Hahn, ABC-Paramount Theatres; Julius Joelson, J. J. Theatres; Harry Kalmine, Stanley Warner Corp.; Martin Levine, Brandt Theatres; Arthur L. Mayer; Charles G. Moskowitz, Loew's-M-G-M; Charles B. Moss, B. S. Moss; Samuel Rinzler, Randforce Amusement; Herman Robbins, National Screen Service; J. Robert Rubin, Loew's-M-G-M; Adolph O. Schimel, Universal Pictures; Alfred W. Schwalberg, Paramount Pictures; Sol Schwartz, RKO Theatres; Ben Sherman, ABCVending Corp; Solomon Strausberg, Interboro Theatre; and Herman Gelber, president of Local No. 306, Motion Picture Operators Union.

The tribute committee's decision to sell $1,000,000 in Israel Bonds in honor of Balaban is in keeping with the Paramount executive's interest and desire to help the young nation of Israel in its struggle to attain economic independence. Balaban is a member of the board of governors of the State of Israel Bond Organization, and he is also a trustee of the Guardians of Israel, an honor organization of Americans dedicated to the economic defense of Israel.

A prominent exhibitor paid us the kind of compliment that means most to us when he put it this way:

"Like most of the exhibitors I know, the trade papers I really read are Quigley Publications —because I have solid confidence in them."

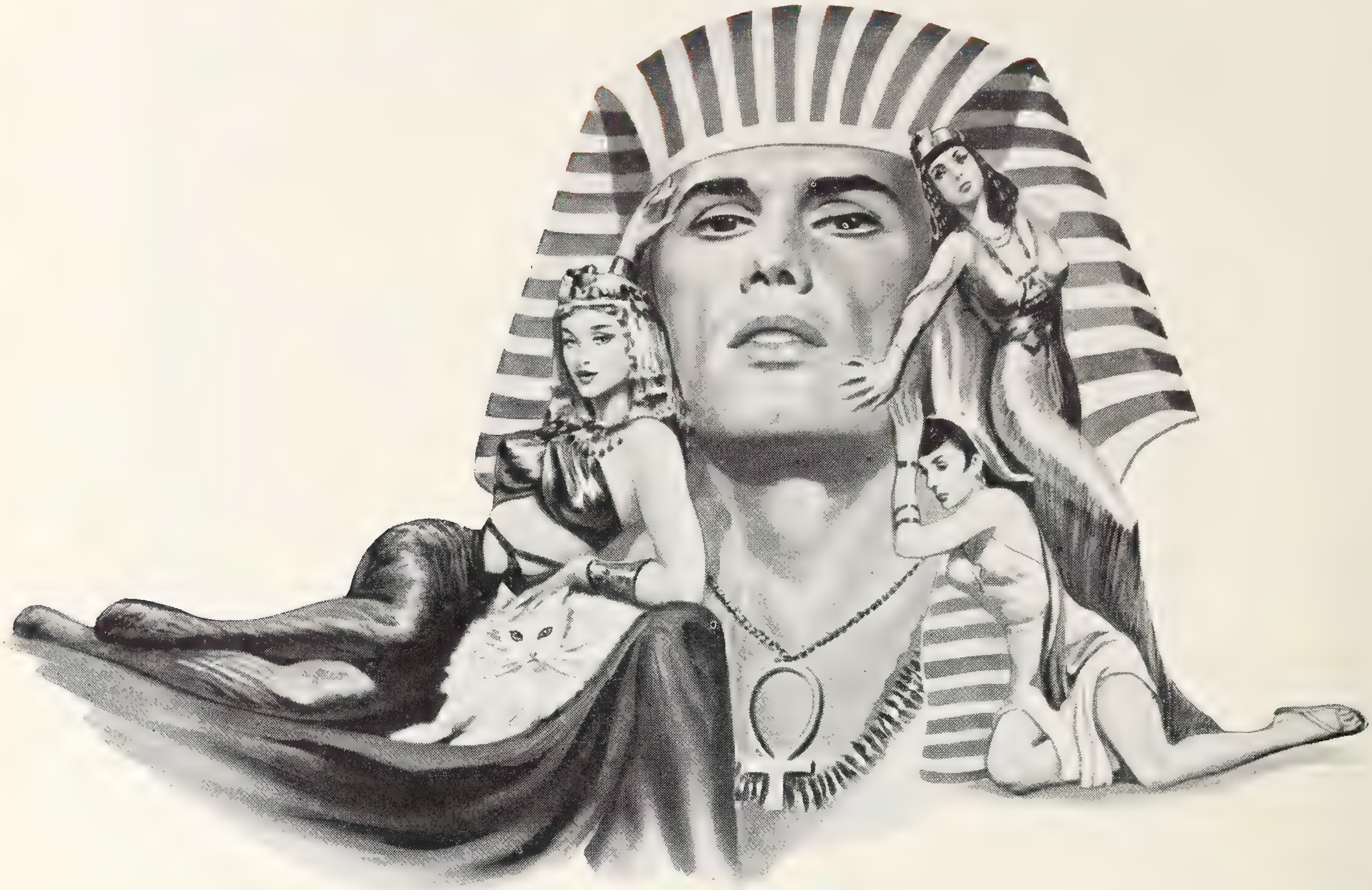
The "solid confidence" of the industry . . . we firmly believe that to be the greatest asset any trade publication can possess . . . That has been the unswerving aim of Quigley Publications for over thirty-nine years.

QUIGLEY PUBLICATIONS

MOTION PICTURE HERALD • MOTION PICTURE DAILY
BETTER THEATRES • BETTER REFRESHMENT MERCHANDISING
MOTION PICTURE AND TELEVISION ALMANAC • FAME

ROCKEFELLER CENTER
NEW YORK

THE BOXOFFICE HISTORY BEING RECORDED BY



IS SIMPLY BEYOND WORDS!

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 52 NEW YORK, U.S.A., TUESDAY, SEPTEMBER 14, 1954 TEN CENTS

Jackson Park Decree

2-Week 1st Run Limitation Is Removed in Chicago

By Staff Correspondent

CHICAGO, Sept. 13.—Permanent removal of the two-weeks' limitation on first runs in the Loop became effective today when Federal Judge Michael L. Igoe signed an order striking the restriction from his original 1947 Jackson Park decree.

Judge Igoe granted a six-month suspension of the limitation in December, 1953, and last June continued the order until Sept. 13.

Attorney Alfred B. Teton, representing Balaban and Katz, told Judge Igoe he and attorney Thomas C. McConnell, who brought the original suit for the Jackson Park Theatre, had met during the summer and worked out the arrangement.

The court action brings to a halt any further legal skirmishing between the Jackson Park Theatre and the defendants named in the original suit but retains in the decree the general prohibition against conspiritorial action on the part of the defendants.

No objection to the modification of the decree was voiced.

Extend 5% Tax Order to All NYC Theatres

By LESTER DINOFF

The temporary injunction order which curbs New York City from collecting the five per cent admission tax breakage was enlarged yesterday by Supreme Court Justice Charles S. Colden in Queens Supreme Court to include some 300 circuit and independent theatres throughout the city whose operators filed about 150 affidavits seeking intervention permission.

Justice Colden, in granting the

(*Continued on page* 4)

N.E. Area Again Hit by Hurricane

New England theatres along the Atlantic Coast, still reeling from the damage caused by the Aug. 31 hurricane, suffered new setbacks last Saturday as a second storm swept the area from Cape Cod into Maine and the Canadian Maritime Provinces.

Again drive-ins suffered the great-

(*Continued on page* 5)

Columnists Report MPAA Eyes Dewey

Columnists for several New York newspapers have published reports that New York's Governor Thomas E. Dewey is scheduled to join the Motion Picture Association of America, presumably after the first of the coming year.

The reports, which cropped up after Dewey announced that he would not be a candidate for reelection, have not been very specific about the nature of the Dewey affiliation with MPAA, if any. Association officials profess no knowledge concerning the reports.

Levin Expanding Certified Reports

Jack H. Levin, president of Certified Reports, is in Los Angeles for a two week stay to confer with producers, distributors and exhibitors.

Levin, whose national checking and survey organization is undergoing expansion, indicated that his conferences are directly tied in with a further widening of his operations.

Following his West Coast visit, Levin will tour the United States. He

(*Continued on page* 4)

THEATRES TO HOLD COLLECTION FOR SOUTH KOREA RELIEF

In response to a request made on June 29 by President Eisenhower to a number of theatre men at a luncheon in the White House, an audience collection will be conducted by theatres throughout the country during the week of Oct. 4 for the benefit of the people of South Korea.

Announcement of the collection was made yesterday by Robert W. Coyne, special counsel of the Council of Motion Picture Organizations, coordinator to the industry effort.

A feature of the drive will be a trailer especially made by the President for use by theatres. Declaring that the rehabilitation of Korea must not be permitted to lag, the President says:

"Last year the theatre-goers of

(*Continued on page* 5)

Samuel Bischoff, AA Sign 3-Year Pact

HOLLYWOOD, Sept. 13.—Samuel Bischoff Enterprises, Inc., will produce two pictures annually for the next three years for Allied Artists, AA executive producer Walter Mirisch has announced. Bischoff will handle each production personally. The first will be "Phoenix City Story," starring Glenn Ford.

Had Resigned in 1947

UNITED ARTISTS REJOINS M.P.A.A.

Association Board Approves Long-Pending Technical Changes in Production Code

United Artists Corp. rejoined the Motion Picture Association of America yesterday after a seven-year absence. The MPAA board of directors at a meeting in the Association's New York offices approved the membership application.

The MPAA board also approved several amendments to the industry's Production Code, consisting of technical or clarifying changes, many of which were first proposed as long ago as three years. The changes were recommended to the board by Joseph I. Breen, Production Code administrator.

Welcoming U.A. back into the MPAA membership fold, Eric Johnston, president of the Association, said:

"The vigorous and vital management of United Artists represents the

(*Continued on page* 4)

Col. Takes Legal Steps on Pickets

Columbia Pictures yesterday instructed its legal counsel in Minneapolis, David Shearer, to take full legal action to halt the picketing of its exchange there by North Central Allied. Columbia claims that the picketing is illegal.

Picket Col. Minn. Branch

Special to THE DAILY

MINNEAPOLIS, Sept. 13.—Two hired pickets having no connection with the motion picture industry, their enthusiasm somewhat dampened by a cold drizzle, took up positions in front of Columbia pictures exchange today. Although they were placed there by North Central Allied as a protest against Columbia's alleged

(*Continued on page* 4)

Gov't 16mm. Case Put Over to Oct. 4

By Staff Correspondent

HOLLYWOOD, Sept. 13. — The Government's 16mm. case against 12 defendants today came up before Federal Judge Harry C. Westoper and was put over to Oct. 4 in order to give the Government and defense counsel time to negotiate an agreement on a pre-trial order, concerning docu-

(*Continued on page* 4)

Financial Service Notes Better B.O.

Notice is taken by "Trends," a weekly analysis of economic developments and tendencies, prepared by the staff of Press Association, Inc., for Chemical Bank & Trust Co., of a "strong increase" in theatre attendance, nationwide, since early in the summer.

The Sept. 9 number of the report asks: "Has the motion picture industry found a formula to lure the public back to the movie house in large numbers? Many of its leaders think so. Wide screens, which tend to eliminate the double feature—and a run of intrinsically better pictures—are believed to share the credit."

Personal Mention

CHARLES M. REAGAN, M-G-M vice-president and sales manager; SILAS F. SEADLER, advertising manager; E. M. SAUNDERS, assistant sales manager; JOHN P. BYRNE, Eastern sales head, and MIKE SIMONS, in charge of customer relations, returned to New York yesterday from the Coast.

•

SUSIE CLARK TURNER, daughter of MR. and MRS. TERRY TURNER, was married Saturday to ROBERT KENNETH WEISS. The bride's father is an executive of General Teleradio and former exploitation chief of RKO Radio Pictures.

•

MORT MEYERSON, HERMAN RAUSHER and JACK THOMPSON, of the Walt Disney organization here, left New York yesterday for the Coast to participate in conferences under way at the studio.

•

LEW SCHREIBER, executive assistant to Darryl F. Zanuck, vice-president of 20th Century-Fox, has arrived in London, from where he will start a European tour.

•

JOHN CICERO, Paramount production manager in the home office advertising department, left here yesterday for Shelter Island, L. I.

•

PAT PURCELL, traffic manager in Paramount's Paris office, will leave New York tomorrow on the return trip to the French capital.

•

L. D. NETTER, Jr., Altec Service Corp. general sales manager, has left New York for a tour of the South and Midwest.

•

JOSEPH H. HAZEN of Hal Wallis Prods. is scheduled to arrive in New York tomorrow from the Coast.

Lippert Publicists Form Own Agency

HOLLYWOOD, Sept. 13.—Marty Weiser and George Thomas, Jr., who have headed the Lippert Pictures publicity and advertising departments for the past four years, have established independent offices to supply publicity and promotion services for motion picture and television producers and distributors, under the name of Weiser & Thomas. The new firm retains Lippert Pictures as a client, in addition to Filmakers, Scribe Productions, Hall Bartlett Productions and Tele-Pictures.

Krim, Picker Tour

TOKYO, Sept. 13. — Arthur B. Krim, president of United Artists, and Arnold M. Picker, vice-president in charge of foreign distribution arrived here today on the first leg of their Far Eastern tour in connection with the company's 35th anniversary celebration. They were welcomed by a group of industry officials, headed by Milton Schneiderman, U. A. managing director in Japan.

Weitman to Head Balaban Program

Robert M. Weitman, vice-president and director of American Broadcasting-Paramount Theatres, has been appointed chairman of the entertainment and program committee for the testimonial dinner honoring Barney Balaban, president of Paramount Pictures, on Sept. 26, at the Waldorf-Astoria Hotel here.

Robert Weitman

In announcing his acceptance of the chairmanship, Weitman reported that actress Grace Kelly and singer Eddie Fisher will take part in the program.

The industry, in honoring the Paramount president, is proceeding in its efforts to obtain a large turnout for the dinner, designed to raise $1,000,000 for the economic development of Israel. Sponsor of the testimonial is the Metropolitan Council of B'nai B'rith.

Proceeds from the sale of State of Israel Development Bonds provide the major source of investment capital for the building and expansion of Israel's vast new industrial and agricultural projects.

Hold Giannini Rites; Was Industry Banker

LOS ANGELES, Sept. 13.—Funeral services were held here for Bernard Giannini, vice-president of the Bank of America, executive handling many film industry loans and accounts, who died in St. Vincent's Hospital at the age of 42. He was the nephew of the late A. P. Giannini, founder of the bank.

Giannini, born in San Francisco, was educated at Fordham University in New York and at Loyola University in Los Angeles. He is survived by his widow, his mother and five children.

Mother of Sullivan, Q.P. Officer, Dies

CHICAGO, Sept. 13.—Funeral services for Mrs. Francis P. Sullivan, mother of T. J. Sullivan, vice-president and treasurer of Quigley Publications, will be held at St. Ignatius Church here at 11 A.M. tomorrow. Death occurred Friday night. The body reposes at the John E. Maloney Funeral Parlor, 1359 West Devon St., Chicago.

$11,000 for 'Touch'

Box-office receipts for the first full week of "The French Touch" at the World Theatre here were the highest recorded by that house in the past year and a half, the management announced. Business for the seven-day initial period totalled $11,000, outgrossing "Rome, 11 O'clock," last year's biggest money-maker for the World, it was said.

Continue German Pact to Next Fall

The renewal for one year of the present film agreement with Germany was disclosed here yesterday by Eric Johnston, president of the Motion Picture Association of America.

Johnston, reporting on his trip to Germany, told the meeting of MPAA's board of directors that the new agreement extends to September, 1955, continuing the present voluntary import quota of 200 U. S. films. The MPAA president, following the MPAA meeting, left for Washington.

'Contessa' Group Maps Sales Plans

A special meeting of the premiere committee of CARE will be held this afternoon at Toots Shor's Restaurant here to plan the ticket-sales campaign for the benefit world premiere of "The Barefoot Contessa," a United Artists release, which opens at the Capitol Theatre on Sept. 29.

The meeting will be under the chairmanship of Robert W. Dowling, chairman of the Premiere Committee, with radio-television commentator Maggi McNellis as associate chairman.

Members of the Committee expected at the meeting are: Comptroller Lawrence Gerosa, Commissioner Howard S. Cullman of the New York Port Authority, Walter P. Chrysler, Jr., Rear Admiral Howard A. Flanigan, Walter S. Mack, Jr., J. Malcolm Muir, Lazarus Joseph, Phelps Phelps, Joseph A. Martino, David H. Marx, Peter Grimm, Col. J. R. Elyacher, Carroll B. Merritt, L. Boyd Hatch, A. L. Hammell, Joseph P. Binns, Clarence J. Michalis and others.

Col. Protests Md. Cut in 'Waterfront'

BALTIMORE, Sept. 13.—The Baltimore City Court has been asked by counsel for Columbia Pictures to reverse a finding of the Maryland State Board of Motion Picture Censors that it is "indecent" to tell someone to "Go to Hell" in the film "On the Waterfront."

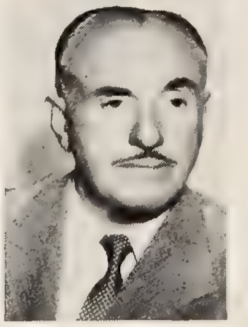
The Maryland censors ordered deletion of the dialogue in which Father Barry is told "You go to Hell." The Board ruled the language was "indecent."

The appellants contend the word "Hell," as used, helps create a climax which stops one man from murdering another. They allege the word is not used as flippancy or vulgarism, and that elimination of it would diminish the effectiveness of a powerful moral lesson.

Columbia Pictures declares Maryland's censor board is the only one of seven state boards ordering deletion of the word "Hell." Noting that boards in five cities also have approved the film, the board is given until Oct. 1 to answer the suit.

Jack Warner Sees 'New Era' in Films

Jack L. Warner yesterday cabled from Rome a report that with the completion of "Helen of Troy" and "Land of the Pharaohs," a new era has been written in the motion picture industry's presentation of the spectacle drama.


Jack L. Warner

Warner viewed the two multi-million dollar pictures, just completed, in Italy before returning to the United States for the world premiere of "A Star Is Born."

In his cable to studio executive Steve Trilling, Warner cited the two films as among the most important achievements ever delivered by Warner Bros. or by any company.

Speedy Service on Fight Film Set

The Marciano-Charles fight film will be sped to every exchange area of the North American continent by no later than Thursday, it was announced here yesterday by William J. Heineman, vice-president in charge of distribution for United Artists.

The contest, to be held tomorrow night at Yankee Stadium here and to be televised to theatres across the nation, will be showing in New York Metropolitan area theatres on Thursday afternoon, within less than 24 hours after completion of the contest, it was added.

Printing of the Marciano-Charles motion pictures, which will be lensed by four standard and two slow-motion cameras, will begin immediately after the end of the battle and will be completed by Thursday morning. Prints will be rushed by coordinated air-ground express schedules to service bookings.

NEW YORK THEATRES

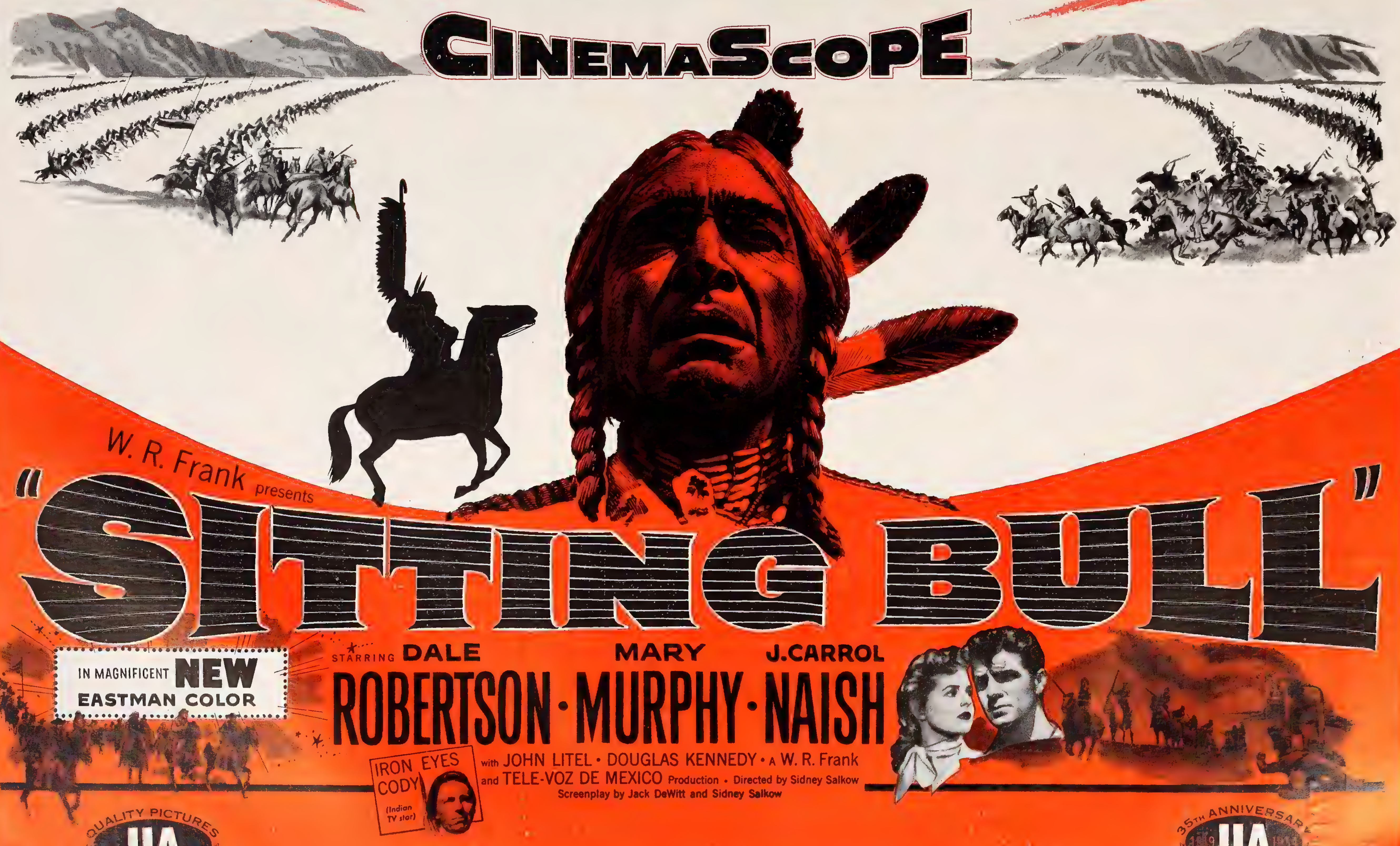
RADIO CITY MUSIC HALL
Rockefeller Center
"SEVEN BRIDES FOR SEVEN BROTHERS"
in CINEMASCOPE starring
JANE POWELL - HOWARD KEEL
Color by ANSCO - An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

PRIVATE HELL 36
IDA LUPINO
STEVE COCHRAN
HOWARD DUFF
DEAN JAGGER DOROTHY MALONE
COOL PARAMOUNT B WAY at 43rd ST.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor. Published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building. William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street. Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

THE BIGGEST BATTLE THE WEST EVER FOUGHT THUNDERS ACROSS THE SCREEN IN

CINEMASCOPE



W. R. Frank presents

"SITTING BULL"

IN MAGNIFICENT **NEW** EASTMAN COLOR

STARRING DALE ROBERTSON · MARY MURPHY · J. CARROL NAISH

with JOHN LITEL · DOUGLAS KENNEDY · A W. R. Frank and TELE-VOZ DE MEXICO Production · Directed by Sidney Salkow

Screenplay by Jack DeWitt and Sidney Salkow

IRON EYES CODY (Indian TV star)

QUALITY PICTURES UA IN QUANTITY

35TH ANNIVERSARY UA

U.A. Rejoins

(*Continued from page 1*)

kind of forward-looking leadership which has made America great. I think the strength and the vision and the leadership which United Artists brings to the Association will help all of us to increase the stature and the status of the motion picture industry at home—and all around the entire world."

Benjamin 'Delighted'

Robert S. Benjamin, chairman of the board of United Artists, said in a statement that "we are delighted to participate once again in the services and activities of the Motion Picture Association."

"While we have participated in international activities as a member of the Motion Picture Export Association," Benjamin said, "we are now happy to join in its domestic activities as well, including the support of the Code for screen presentations.

"We have always made it clear that we are in favor of self-regulation by voluntary agreement as the best method to promote good taste in motion pictures. At the same time, we are interested in the constant growth of the motion picture as a medium of entertainment.

"We believe this can be accomplished within the framework of the Code and we intend to bend every effort to ensure this. If we find it cannot be done, we are free to resign from the Association, which is the privilege of all of its members."

United Artists had resigned from the Association in 1947, before the present management took over operation of the company.

Changes Not Related to UA Move

The MPAA board's approval of changes in the Code was entirely unrelated to the U.A. membership renewal, Association officials stated.

One amendment lifted the prohibition on the treatment of miscegenation and instead included it in the Code section that lists screen subjects to be treated "within the careful limits of good taste."

The board also approved a revision placing the use of liquor on the screen in the same section calling for treatment "within the careful limits of good taste." In the past, this subject had been included under a Code section dealing with "crimes against the law."

Eliminated as no longer necessary from the "crimes against the law" section of the Code was a paragraph stating that "methods of smuggling should not be presented."

The board also approved the elimination of several words from the Code section dealing with profanity. Words and subjects eliminated were "hell," "damn," "fanny," "hold your hat" or "hats," "nerts," "tom cat (applied to a man)," "traveling salesman and farmer's daughter jokes."

Qualification Written

With regard to the words "hell" and "damn," the board approved a qualifying paragraph that states:

"It should also be noted that the words 'hell' and 'damn,' if used without moderation, will be considered offensive by many members of the audience. Their use, therefore, should be governed by the discretion and the prudent advice of the Code administration."

In another revision, the board approved changing the title of the Code section previously headed "Repellant Subjects" to one entitled "Special Subjects." Elimination of the previous bans on "branding of people or animals" and "apparent cruelty to children or animals" from this section also was approved. Breen reported that the question of "branding people or animals" no longer presents a Code problem, and the admonition against portraying cruelty to children or animals is adequately covered by other provisions of the Code.

Extend 5% Tax Order to All NYC Theatres

(*Continued from page 1*)

theatremen permission to become parties to the action in an off-the-bench ruling, notified the exhibitor attorneys and Stanley Buchsbaum, assistant city corporation counsel in charge of the Excise Tax Division, that a mutual agreement should be reached by both sides in the immediate future as to the manner in which the tax breakage fund should be handled.

"The theatre attorneys and Buchsbaum should get together as soon as possible and work out a mutually acceptable plan of handling the tax breakage fund—posting of a bond, putting the so-called pennies in escrow, or what, pending the determination of the injunction appeal by the higher court," the bench asserted. "If negotiations between both sides are not satisfactorily concluded, this court is to be notified and the court will fix a bond which will be paid," Justice Colden said.

The Supreme Court decision now opens the doors for any exhibitor, circuit or independent, to become exempt from paying New York City the allegedly illegal tax breakage. The first payment of the New York City five per cent tax on amusements is due next Monday.

A theatreman who has not to date applied to the court for intervention permission will have to file a separate motion which will be granted by the court as a matter of form, Thomas Bress, attorney for Loew's said, following the court session.

The temporary injunction order is also open to other parties, outside film exhibitors in New York City, who are liable under the admission levy. "Any place of business which is liable under the local law may seek court permission to intervene," Bress said. The New York City admission levy has been opposed solely to date by exhibitors.

Buchsbaum, in opposition to the numerous applications to intervene in the suit, declared that "everyone's rights will be fully protected by any determination which may be ultimately granted." If all of the exhibitors are allowed to intervene, Buchsbaum stated to the bench, "there will undoubtedly be similar applications by innumerable other persons who are subject to the tax in addition to those by motion pictures operators." These applications may well run into the thousands, the New York City attorney said.

Buchsbaum charged that the theatre operators are seeking a "windfall" hoping that should the fraction of a cent provision be ultimately invalidated, they will be able to retain for themselves the portion of the tax collected from patrons to date. He maintained that the New York City theatres are only collectors of the tax and have no right to hold on to any tax breakage.

Bress, in replying to the city corporation lawyer, stated that "New York City theatres do not want any of the tax breakage collected to date for themselves and have shown their intentions by placing placards and posters in box-offices asking patrons to save their ticket stubs in case of a refund."

The city attorney countered, saying that "theatres may lose a penny in giving out refunds to patrons who save ticket stubs in order to get the windfall. How many theatregoers save ticket stubs?" he asked. Buchsbaum asked that the exhibitors turn over all of the tax collected to date, including the breakage, for an eight- or nine-month period during which a determination of the temporary injunction should be handed down by the Appellate Division.

Bress Questions Procedure

A humorous note was injected into the court proceedings when Bress asked "how a patron could get a tax refund if the ctiy has the money. Imagine a theatregoer appearing in the corporation counsel's office seeking a refund on a ticket. The only time New York City gives someone money is by a legal directive."

In a telephone conversation yesterday with Buchsbaum, the assistant corporation counsel said that the exhibitor attorneys will submit to him in writing all plausible ideas as to the disposition of the tax breakage fund for consideration by himself and his staff.

Exhibitors' Attorneys Present

Besides Bress, other exhibitor attorneys in court were: Cecelia H. Goetz, representing Brandt Theatres; George Raftery, representing RKO Theatres; Louis Weber, representing Skouras Theatres, and Mitchell Klupt, representing Century Theatres.

Levin

(*Continued from page 1*)

is arranging regional parleys with the managers and field staffs of each of his seven divisional offices. Purpose of these subsequent meetings is to set up regional offices to be located in additional exchange centers.

Levin stated his operations have purposely been kept flexible to be able quickly to adjust themselves to the fast-changing conditions in the industry.

Gov't 16mm. Case

(*Continued from page 1*)

ments and admissability, which they will present for consideration at that time. Government attorney James McGrath told MOTION PICTURE DAILY this does not, however, indicate that any agreement has been reached between the Government and defendants looking toward a settlement of the case.

Confirms TOA Bid to Northwest

MINNEAPOLIS, Sept. 13.—Harold Field, Pioneer Theatres, admitted today that Walter Reade, Jr., and other TOA executives have been invited to Minneapolis for a luncheon meeting with exhibitors to discuss "exhibitor problems" but said that no definite date has been set. He added that he did not believe that it would be until the middle of October.

Distributors Study Arbitration Draft

The tentative arbitration draft, prepared under the direction of Herman Levy, general counsel of Theatre Owners of America, is now being studied by distributor members of the Arbitration Conference.

According to one distributor member, the distribution arbitration subcommittee may meet today to discuss the proposed draft. Following what was called the projected "informal get-together" of distributor members, a meeting of the full arbitration conference, including exhibition delegates, will be called, probably sometime within the next two weeks.

Participating in the planned meeting of distributor members will be Adolph Schimel of Universal, counsel for the group; Al Lichtman of 20th Century-Fox, Abe Montague of Columbia and Charles M. Reagan of M-G-M.

Pickets

(*Continued from page 1*)

high rental policies, there was no indication that the organization was the sponsor. The placards carried a simple message, "Columbia is unfair to the independent theatre owners."

It was not apparent that the pickets created any great stir on film row. With the exception of a few photographers from local newspapers, the pickets did not attract any attention. Out-of-town exhibitors crossed the line freely to transact business in the exchange. H. J. Chapman, branch manager, said that he had notified Ben Marcus, Columbia district manager at Kansas City, of the pickets but received no instructions.

There were definite indications that there was no complete agreement between exhibitors themselves on the picketing and other activities sponsored by NCA.

Party for Lollobrigida

Dr. Goffredo Lombardo, president of Titanus Films, Rome, and E. R. Zorgniotti, vice-president of Italian Films Export, will be hosts at a cocktail party for Gina Lollobrigida, Italian actress, at the Savoy Plaza Hotel here on Thursday.

'Sabrina' Bows Sept. 21

Paramount's "Sabrina" will have an invitational premiere at the Criterion Theatre here on Sept. 21 in honor of William Holden, who is co-starred in the picture with Humphrey Bogart and Audrey Hepburn.

N.E. Area Hit

(Continued from page 1)

est physical damage but many other theatres experienced damage to equipment from water, scores were forced to cancel shows because of power failures and hundreds, even those in New York City's Times Square area, reported exceptionally poor attendance on Saturday due to the unfavorable weather conditions.

According to field reports in the Boston area, the most serious damage generally was the loss of power on Saturday.

Although there was less destruction by winds of Hurricane Edna, there was more water damage caused by the heavy rains which flooded several areas in Maine and Massachusetts.

The Coastal section of Maine felt the full brunt of the storm, forcing the closing of several theatres on the Bath to Rockland route due to flooded property and loss of electricity. In Massachusetts, the Cape Cod and South Shore areas were not as hard hit as in the first storm although there was a general loss of power. Order was restored the following day.

11,100 Theatres Now 'Scope Equipped

Eleven thousand, one hundred theatres located in more than 40 nations throughout the world are equipped and showing CinemaScope pictures as the new medium reaches its first birthday on Thursday, 20th-Fox announced here yesterday.

Of the installation total, 8,100 theatres are in the U. S. and Canada and 3,000 situations are in principal cities abroad, the film company noted. By the end of 1954, the domestic total of CinemaScope installations is expected to pass the 10,000 mark as exhibitors about the world are installing the medium at an average rate of 200 weekly.

Achievement of this 11,100 total in the brief span of 12 months has been at the investment of $100,000,000. Of this total more than $10,000,000 has been expended by 20th-Fox; $66,875,000 by theatremen in the U. S. and Canada; and $16,500,000 by international exhibitors. Theatre costs include new screens, CinemaScope lenses and stereophonic sound equipment.

Many Records Broken

The impact of CinemaScope, from the debut of "The Robe" to the current release of "The Egyptian," has resulted in the shattering of previous gross and attendance records, 20th said. In 4,051 domestic engagements, the initial CinemaScope release has returned $15,127,557 in film rentals, while in the foreign market the film to date has grossed more than $5,000,000.

Ensuing CinemaScope productions from 20th Century-Fox have resulted in $40,000,000 earned by the company in film rentals from the first 12 anamorphically-lensed pictures. It is expected that rentals will hit $62,000,000 for 17 releases by the end of 1954.

HOWARD E. STARK
Brokers and Financial Consultants
TELEVISION STATIONS
RADIO STATIONS
50 E. 58th St., N. Y. EL 5-0405
Specialists to Motion Picture Industry

Television--Radio

with Pinky Herman

GUY LEBOW, one of the most prolific sportscasters in the country, who recently resigned from WPIX to freelance, has been signed to handle the chores of a new weekly sportscast-quiz show, "Touchdown," which will be a TV feature every Saturday over WABC, just prior to the telecast of the NCAA football games, kicking off Saturday.

☆ ☆ ☆

Martin Block

The mantle of "disk jockey to the world" has gently draped itself about the husky shoulders of Martin Block, the recording industry's ABChamp. As of yesterday the "Martin Block Show" will be beamed daily to over 90,000,000 listeners overseas via the full Armed Forces Radio Service's 72 stations scattered all over the face of the globe. Nope—those are definitely NOT flying saucers you see, Abercrombie, old fellow; those are flying disks, originating within the Martin Block Orbit. . . . A low bow to Eileen Mack, Marty Hogan's (WCFL) public relations director, who is now taping interviews with celebrities visiting the Windy City, the taped entertainment thus being sent to VA hospitals in the U. S. And, of course, a round of applause for the show folk who donate their time, talents and often times money to this and similar worthy endeavors. . . . Henry L. Luhrman, formerly with Ziv, will head MCA TV, Ltd.'s new St. Louis headquarters. Chuck Lewis has moved into the firm's sales office at Beverly Hills, after heading publicity there for several years. . . .

☆ ☆ ☆

The Sid Caesar staff personnel has been completed and includes Lee Morgan, producer, with George Charles, assistant producer and Clark Jones and Bob Hartung, director and assistant, respectively; Robert Daniels, technical director; Herb Andrews, scenic designer, with Lou Eisele, costume designer; Robert Davis, lighting engineer, and Hank Gerling, audio engineer; Ed Hugh and George Lawrence will act as co-stage managers; Frank Wilson will provide graphic art for "Caesar's Hour," Bernie Green is musical conductor, Boris Runanin, choreographer, and Hal Janis will be executive supervisor for NBC. The show will NBTee off Monday, Sept. 27 (8:00-9:00 p.m.) and will be seen three Mondays out of four. . . . For the fifth straight year, Harry Wismer, ace MBSportscaster, emceed the Annual Dapper Dan Charity Golf Jamboree held last Saturday in Pittsburgh. . . . The Ingo Preminger Agency has sold Norman Jacobs' original story, "Payments In Kind," to Warren Lewis who will produce it as a videofilm for the "The Star & The Story" TV series, emceed by Henry Fonda. Film will be shot at the RKO-Pathe Studios.

☆ ☆ ☆

Bob Horn

If there's a more popular musical figure in the city of brotherly love than Bob Horn, we haven't yet found him. Bob's daily program, seen TVia WFIL, is the mecca for thousands of Philadelphia's teenagers, who religiously attend the festivities at the studios located at Market & 46th Sts. to thrill to the "Horn filled with plenty of fine music" and to meet their favorite recording stars. This scribbler, of late, has been flying about the country and agrees whole-heartedly with Bob Horn, Norm Prescott (WORL, Boston) Howard Miller—WIND-WBBM-TV Chicago) Phil McLean, Bill Randle-Carl Reese (WERE Cleveland), Ed McKenzie (WXYZ Detroit) and Martin Block (ABC New York) that the juvenile delinquency problem can be solved by filling the 'teen age hearts with music, giving them opportunities of meeting each other at radio and TV stations where they can meet and dance to the music of their favorites and practise the art of clean living, clear thinking and devotion to American ideals.

☆ ☆ ☆

With two platters on "Where Can You Be" by Jerry Martin (Savoy) and Bill Darnell (Label X) already the buzz-buzz of the record world, major label execs are assigning their top artists to hop aboard and wax the new waltz sensation. Jerry Martin's platter which was released a scant four weeks ago can't miss zooming the handsome youngster into the big time.

Korea Relief

(Continued from page 1)

America, in response to a request from me, contributed more than $1,000,000 to relieve suffering in war-torn Korea. This evidence of American generosity was a heart-warming demonstration of our people's sympathy for the suffering and sacrifice borne by the people of South Korea. It is my earnest hope that all exhibitors will again place in motion the facilities of their theatres in behalf of this humanitarian undertaking."

Meetings of exhibitors in nearly all the country's exchange cities will be held starting next week for the purpose of obtaining exhibitor pledges to conduct the collections. National Screen Service will distribute prints of the trailer and also the press book which has been produced for the collection.

Coyne said yesterday that many theatres had already promised to conduct the collections at all performances during the week of the drive. Last year more than 5,000 theatres participated.

Connecticut Drive-in Files Trust Action

HARTFORD, Sept. 13.—Eleven industry concerns are charged with unfair practices in a suit filed by the New Haven Drive-In Theatre, Inc., North Haven, Conn., in New Haven Federal District Court.

The complaint, filed by Attorney Bernard P. Kopkind, alleges that the defendants have failed to provide the drive-in with a fair share of pictures in comparison with other outlets in the area.

The suit was brought under provisions of the Sherman Anti-Trust Act, permitting filing of a civil action for claimed injury due to unfair competition, monopoly practices and the like.

No specific sum is asked for damages, with the complaint requesting the court to grant triple damages in whatever amount may be awarded by a jury's decision.

Defendants include Loew's, Paramount, Warner Bros., RKO, Connecticut Theatrical Corp., and New England Theatres, Inc.

Para. Will Withhold Release of 'Hours'

HOLLYWOOD, Sept. 13.—Under an agreement with Joseph Hayes, author of the novel, "The Desperate Hours," Paramount will be unable to release the film version before the end of 1956. Hayes, who wrote the screenplay, has also written the play version which he will co-produce for Broadway with Howard Erskine later this year.

Humphrey Bogart and Fredric March are already set for the leads in the film slated to roll in November, which William Wyler will produce and direct.

Hayes closed a deal with Robert Montgomery to direct the Broadway version.

Speed
Quality
Results
You Get All 3
WHEN GOOD-OLE-DEPENDABLE
FILMACK
MAKES YOUR
SPECIAL TRAILERS
1327 So. Wabash Chicago Ill
630 Ninth Ave New York

Great pictures built LIFE's great audience

LIFE's great audience can build your pictures

Here are a few examples of LIFE's tremendous impact in city after city across the country:

Market Area	*No. of Theaters**	*Seating Capacity**	*LIFE's Audience†*
Houston	**53**	**47,791**	**129,800**
Milwaukee	**59**	**68,369**	**135,860**
New Orleans	**63**	**57,686**	**71,890**
Providence	**38**	**39,436**	**143,950**

*Source: *1954 Film Daily Year Book.*
†Source: *LIFE Accumulative Audience in 696 Local Markets (1950)*, by Alfred Politz Research, Inc.

LIFE

9 Rockefeller Plaza, New York 20, N. Y.

First in magazine circulation
First in magazine audience

All
The News
That
Is News

MOTION PICTURE DAILY

Concise
And
To The
Point

VOL. 76. NO. 53 NEW YORK, U. S. A., WEDNESDAY, SEPTEMBER 15, 1954 TEN CENTS

Distributors Meet

Resume Work On TOA Draft of Arbitration

Schimel Will Talk with Levy on 'Refinements'

The first step to resume work on a proposed arbitration system was taken here yesterday when the distributors' arbitration committee began its study of the tentative arbitration draft prepared under the direction of Herman Levy, Theatre Owners of America general counsel.

With the vacation period over, a distributor spokesman forecast stepped up activities on arbitration. The spokesman was queried following a

(*Continued on page* 14)

Col. May Ask Federal Stay Against Pickets

Special to THE DAILY

MINNEAPOLIS, Sept. 14.—H. J. Chapman, branch manager of Columbia Pictures, today was conferring with David Shearer, Columbia's Minneapolis attorney, on plans to seek a Federal court injunction to halt the exhibitor-sponsored picketing of the

(*Continued on page* 15)

25th Anniversary For Fox Midwest

KANSAS CITY, Sept. 14.—Fox Midwest Amusement Corp. is celebrating its 25th anniversary this week with a silver anniversary convention at the Elms Hotel in Excelsior Springs, Mo. Elmer Rhoden, president, 28 managers and 11 home office executives have been with the circuit since its inception.

Charles Skouras, president of National Theatres, of which Fox Midwest is a subsidiary, will attend the convention, opening tomorrow with other NT officials from the Coast.

Survey Starts in December

Census Bureau Seeks New Information on Industry

By J. A. OTTEN

WASHINGTON, Sept. 14.—The Census Bureau expects to develop great quantities of new information about the motion picture industry in a comprehensive industry census to be taken early next year.

In addition, the survey will bring up to date other statistics that are now more than five years old.

Some 25,000 questionnaires will go out late in December to practically every theatre owner, producer, distributor and film service organization. Census Bureau officials are now putting the finishing touches on the questionnaires. The questionnaires, which are to be returned early next year, will be based on 1954 business activity. Information developed in the questionnaires should be ready for release by the Bureau sometime next summer.

For the first time, exhibitors will be asked to supply such information as this: the number of showings during the year and the number of double features;

(*Continued on page* 14)

Theatre Leaders in Secret Sessions

CHICAGO, Sept. 14.—Independent exhibitor leaders gathered in secret session declined for the second consecutive day to make any statement concerning the purpose of their meeting or to identify those in attendance, although the group is known to include Allied States national officers. A statement is expected tomorrow.

Pliable Trade Show Policy

A flexible policy of holding trade screenings when desired by exhibitors is maintained by most major distributors, a poll of film companies disclosed here yesterday.

The poll was taken in the wake of M-G-M's abandonment of formal trade shows with the picture "Rogue Cop." M-G-M, however, like other

(*Continued on page* 15)

Corwin to Hollywood In New MPEA Post

The appointment of Alfred F. Corwin to work on a Motion Picture Export Association overseas information program was announced yesterday by Eric Johnston, MPEA president.

Corwin, who has served as information director of the MPEA's New York office, will take over his new post in early October in Hollywood.

Corwin will work with Clarke H.

(*Continued on page* 15)

71 THEATRES IN 55 CITIES TO SHOW TITLE FIGHT TONIGHT

Seventy-one theatres in 55 cities throughout the U.S. will carry tonight's closed circuit telecast of the Rocky Marciano-Ezzard Charles heavyweight championship fight at Yankee Stadium to an audience of 235,000 fans, Theatre Network Television reported yesterday.

The weather bureau indicated that the skies over Yankee Stadium would be partly cloudy and the air would be cool. If the title bout is rained out, the International Boxing Club, promoters of the go, will hold the 15-round championship get-together tomorrow evening.

TNT reported that the advance ticket sale for tonight's bout has been "very good" with three houses in Pittsburgh, and theatres in Philadel-

(*Continued on page* 14)

Meet Sept. 23

Forum to Air Nat. Theatres Dividend Role

Charles Skouras, Others To Address Stock Group

Policies of National Theatres management and loan conditions affecting dividend payments are scheduled to be explored at a meeting of the Security Analysts here Sept. 23 which, it is expected, will be addressed by Charles Skouras, N.T. president, or other officers of the company.

The meeting was requested by representatives of downtown brokerage houses which have acquired an estimated 250,000 shares of N.T. stock in the market in recent months, and has been agreed to by Skouras, who is scheduled to arrive here Friday from the Coast after a business meeting with Fox Midwest Theatres officials in

(*Continued on page* 15)

Wilschke Leaving Altec to Join Fine

Resignation of Elmer O. Wilschke, operating manager of Altec Service Corp., to become vice-president in charge of operations for Fine Sound, Inc., effective Sept. 20, was announced jointly by G. J. Cardington, Altec

(*Continued on page* 2)

'Brides' Breaks 8 Week Hall Record

A record-breaking eight-week run of an estimated $1,352,000 is seen for "Seven Brides for Seven Brothers" at the Radio City Music Hall. The eight-week record breaker will complete its engagement at the theatre tonight.

"Caruso" was the only picture to outgross "Seven Brides for Seven Brothers," but its run was longer. "Caruso" grossed $1,391,000 over a ten-week period.

CinemaScope's 1st Anniversary

BEGINNING ON PAGE 4

Personal Mention

HAL WALLIS, of Hal Wallis Prods., returned to New York from Europe yesterday aboard the "Independence."

•

GEORGE MURPHY will arrive in New York today from the Coast and will leave here next week for Washington where he will confer with President Eisenhower regarding the Chief Executive's appearance at the Hollywood Bowl on Sept. 23.

•

FOSTER M. BLAKE, Universal Pictures Western sales manager, will leave here today on a trip to the Middle and Far West.

•

HUGH J. CAMPBELL of the Central Theatre, West Hartford, Conn., has returned there with MRS. CAMPBELL from Cape Cod.

•

HENRY COHEN, general counsel of Universal-International, is expected to return to New York from Europe early in October.

•

PHIL PEMBERTON, Paramount trailer production manager on the Coast, will return there today from New York.

•

DAVID E. ROSE, of Coronado Productions, arrived in New York this week from England via B.O.A.C.

•

WILLIAM BURNHAM, Transfilm vice-president in charge of sales, is visiting Casco Bay, Maine.

•

ETHEL MERMAN is scheduled to leave Hollywood for New York early next month.

•

EMERY AUSTIN, M-G-M exploitation head, has returned to New York from Hartford.

•

R. M. SAVINI, president of Astor Pictures, has left New York by plane for Florida.

•

WANDA HALE, film critic of the "New York Daily News," is en route to Europe.

•

AVA GARDNER will arrive in New York by plane today from Caracas, Venezuela.

Katz Touring L-A Offices for U-A

Alfred Katz, assistant foreign sales manager for United Artists, has arrived in Bogota, Colombia, on the first stop of a tour of the company's Latin America offices.

Katz, who will return to New York within a few weeks, will also visit company offices in Panama, Cuba, Puerto Rico and Trinidad.

Wolfberg to New York

HOLLYWOOD, Sept. 14.—John Wolfberg, vice-president of Atlas Pictures Co., the Makelim plan and Hal R. Makelim Productions, left here by plane today for conferences with officials of major theatre circuits in New York.

Skiatron Asks FCC OK for UHF Shows

WASHINGTON, Sept. 14.—Matthew Fox, president of Skiatron TV, today petitioned the Federal Trade Commission for permission to start "pay-as-you-see" broadcasting to homes as the best and most immediate method of solving the Ultra High Frequency problem.

Skiatron TV is the holder of an exclusive world-wide franchise to operate a system of coding and decoding television programs known as "Subscriber-Vision."

In his petition, Fox said that "television has yet to evolve a system for the distribution of entertainment competitive with the older systems of distribution presently in existence. It has no paying box-office to supplement or even supplant those now in operation, which Skiatron will now provide."

The FCC was asked to modify its regulations to permit broadcasting of "pay-as-you-see" for a maximum of 35 hours a week and to limit such permission to UHF stations only for the next three years to help overcome their present economic plight.

Theatres, City Mull Tax Bond Proposal

Exhibitors attorneys have indicated to New York City Assistant Corporation Counsel Stanley Buchsbaum that they are willing to go along with a proposal which would have the local theatremen, who are covered by the temporary injunction order, post a bond for the July and August tax breakage.

Pending a determination of the legality of the New York City five per cent admission tax by the Appellate Division and the motion papers for summary judgment by Supreme Court Justice Percy D. Stoddard, the attorneys for the theatre circuits and independent operators will post a bond for the tax breakage and it will increase with each tax quarter, until a court ruling is announced.

Set Further Plans For Balaban Dinner

George Jessel and Philip H. Klutznick, national president of B'nai B'rith, will speak at a luncheon meeting today at Toots Shor's Restaurant here to spark city-wide participation in the $1,000,000 tribute to Barney Balaban, president of Paramount Pictures.

The luncheon is in connection with a testimonial dinner to be held Sept. 26 at the Waldorf Astoria Hotel, honoring Balaban.

Danny Kaye and William Holden have accepted invitations to serve on the dinner cabinet which is arranging the dinner under the sponsorship of the New York Metropolitan Council of B'nai B'rith and leading industry figures.

'World' Bows Sept. 28

"Woman's World," 20th Century-Fox CinemaScope production, will follow "The Egyptian" into the Roxy Theatre here on Sept. 28.

Film Council Again Affirms Opposition To Producing Abroad

By Staff Correspondent

HOLLYWOOD, Sept. 14.—Circulated reports that the AFL Film Council has relaxed its stand against "runaway production" were skotched today in an official statement issued following the organization's weekly meeting. That portion of the statement read, "the Council takes this opportunity to refute a statement to the effect that the Council is backing down on its opposition to American producers who make pictures abroad to take advantage of foreign subsidies, lower costs and other unfair inducements. The Council will continue to watch and police this situation, and will continue discussions on foreign production problems with union representatives in other countries."

The statement outrightly disavowed the "unauthorized attack against Gregory Peck" attributed to the chairman of the Council's foreign production committee and added, "all unions in the Council are active in fighting unnecessary runaway foreign production by American producers."

IATSE president Richard Walsh attended the meeting.

Astor Exchanges in Savini Sales Drive

The 50th anniversary drive honoring R. M. (Bob) Savini, president of Astor Pictures, has been launched by Astor exchanges throughout the U. S. and Canada, with Harry Goldstone as captain. Goldstone, head of Famous Film Exchange, Astor's franchise exchange in New York, has announced that Astor exchanges have set aside Sept. 1 through Nov. 30 for the drive to honor the pioneer independent distributor and producer on his half century in the film business.

Goldstone this week will name his associate captains. Accessories and prizes will augment the drive.

MacDonald Promoted By Allied Artists

HOLLYWOOD, Sept. 14.—George Burrows, executive vice-president of Allied Artists, today named Andrew MacDonald as assistant comptroller. With AA since 1946, MacDonald was formerly with the Shea circuit in New York.

Blackstone Hotel for Allied Artists Meet

HOLLYWOOD, Sept. 14.—Morey R. Goldstein, vice-president of Allied Artists, today announced the Blackstone Hotel, Chicago, as headquarters for the company's annual sales meeting Oct. 15-17.

Golf Tourney Today

The annual film-radio industry golf tournament will be held today at the Vernon Hills Country Club, Tuckahoe, N. Y. The number of donated prizes is said to be the greatest in the history of the event.

Wilschke

(Continued from page 1)

Service Corp. president, and C. Robert Fine.

Fine Sound, Inc., which operates one of the largest commercial recording studios in the east, developed the Perspecta stereophonic sound method of recording, invented by Fine, and now being used by a number of major studios in Hollywood and elsewhere.

E. O. Wilschke

Wilschke, pioneer in the field of sound, joined ERPI (Electrical Research Products, Inc.) in 1928, following an association with Western Electric Co. During the early days of sound motion pictures he served in various capacities in this country and abroad. Upon formation of Altec Service Corp., in 1937, he became manager of the company's division office in Philadelphia. From 1941 to 1946, during the course of World War II, he was plants manager of Altec Lansing Corp., in Los Angeles. Wilschke returned to Altec Service Corp. in 1946 as assistant to the vice-president. Since 1948, he has been operating manager of Altec Service.

Announcement of Wilschke's successor as Altec operating manager will be made within the next few weeks.

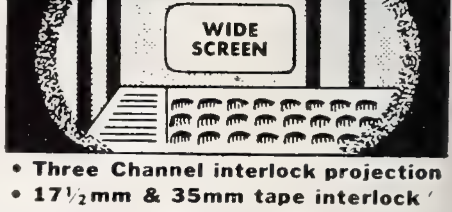
'Window' 4th Week A Hub House Record

BOSTON, Sept. 14.—Alfred Hitchcock's "Rear Window" has been held for a fourth week at the Metropolitan Theatre here, marking the first time in eight years that any film has been held at that house beyond the three-week mark.

MGM Buys 'Delight'

Planned as a starring vehicle for Jane Powell, MGM has purchased the Torrey Hood novel "Saturday Night Is My Delight." With Joe Pasternak producing, MGM plans to film the story as a comedy-drama with music.

"SHOWPLACE OF THE EAST"
FOR YOUR SCREENINGS



• Three Channel interlock projection
• 17½mm & 35mm tape interlock
• 16mm interlock projection
CUTTING & EDITING ROOMS AVAILABLE
MOVIELAB THEATRE SERVICE, INC.
619 W. 54th St., N.Y. 19, N.Y. • JUdson 6-0367

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor. Published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building. William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street. Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

BEAU BRUMMELL

RIGHT: This gold statuette will be used as an Award in 200 cities by "The American society of BEAU BRUMMELLS."

Get ready for M-G-M's "BEAU BRUMMELL"!

From Film Daily—Sept. 14, 1954

● ● ● ONE OF THOSE PUBLICITY "BREAKS" that seldom come as a windfall for a movie is hitting M-G-M's new color production of "Beau Brummell" a month before release date. . . . At the moment, it is still snowballing around the country. . . . A "feud" between cities as to which has the most well-dressed and chivalrous men has developed, resulting in "Beau Brummell" publicity that already has piled up some 600 clippings on Howard Dietz' desk. . . . The spontaneous stunt started in Boston when the head of the Chamber of Commerce there wrote to Dietz asking that the pic's world-premiere be staged in the Hub because Boston has "more well dressed men and more chivalrous men" than any other city. . . . No sooner had this been printed in Boston newspapers, than the Houston Press took up the defense of Houston, Texas, to the tune of a four column story.

▼ ▼ ▼

● ● ● THEN THE NEW HAVEN, Chamber of Commerce chimed in, with front page stories, declaring, among other things, that Yale has the best dressed campus. . . . This not unnaturally started repercussions in other colleges. . . . Next, the Washington Board of Trade threw in its gauntlet and pointed to the nation's leading Beau Brummells in the White House (Eisenhower and Nixon). That resulted in a 400-word wire story by the Associated Press. . . . Some 500 papers printed the story. . . . Milwaukee's Association of Commerce quickly got into the act, deriding Boston's claims. "We put Boston to shame in baseball; we can do it in the Beau Brummell field, also," said the Association head—in the newspapers. . . . The New York Mirror carried the AP story and the New York Association of Commerce and Industry roared its pride for New York as the one and only city of well-dressed men. . . . The Chicago American gave the yarn a four column head and named local Beau Brummells. . . . Springfield, Mass. papers are giving page one space to the debate. . . . The story is still rolling, and bids fair to make "Beau Brummell" one of the most-read-about movies in years. . . . And M-G-M may wind up with a simultaneous 10-city world premiere just to keep the Beau Brummell feud from becoming a United Nations problem.

THE NEXT STEP!

Meanwhile a Charter Committee of prominent people has formed "The American Society of Beau Brummells." Watch this group go into action with local chapters in 200 cities.

GET READY FOR "BEAU BRUMMELL"!

A sensational attraction launched by an unprecedented advance campaign! M-G-M will have a giant advertising and promotion campaign to climax the terrific advance publicity. The picture has tremendous merchandising tie-ups, including an entirely new field of promotion with the Men's Wear industry. "Beau Brummell" will be the best known title of the year!

*

M-G-M presents "BEAU BRUMMELL" starring STEWART GRANGER • ELIZABETH TAYLOR
PETER USTINOV • with ROBERT MORLEY • Screen Play by Karl Tunberg • Based on the play written
for Richard Mansfield by Clyde Fitch • Photographed in Eastman Color • Print by Technicolor
Directed by Curtis Bernhardt • Produced by Sam Zimbalist

(*AVAILABLE IN PERSEPCTA STEREOPHONIC OR ONE-CHANNEL SOUND*)

Pride in Its Past, Confidence for Future Mark CinemaScope's First Anniversary

THE first anniversary of CinemaScope finds Twentieth Century-Fox looking back with pride and satisfaction on the medium's infancy, and looking ahead with vigor and assurance to its bright future. Its product output from "The Robe" to "The Egyptian" has already marked a twelve-month milestone unchallenged by any other era in motion picture history.

Even before the now legendary launching of "The Robe" on September 16, 1953, the studio had already completed production on two other features which were destined to be among the company's biggest hits. These were "How to Marry a Millionaire" and "Beneath the 12-Mile Reef," the former marking the first CinemaScope appearance of Marilyn Monroe—as well as Betty Grable and Lauren Bacall, the latter embarking CinemaScope on a round-the-world tour of on-the-spot location trips.

The picturization by Frank Ross of Lloyd C. Douglas' modern classic, "The Robe," established CinemaScope for spectacle; "Millionaire" quickly proved the point of CinemaScope's efficacy for intimate, revealing close-up; and "12-Mile Reef" stated the case for the ability of the revolutionary anamorphic process to transport an audience to actual far-away places, in this instance Key West and Tarpon Springs, Florida.

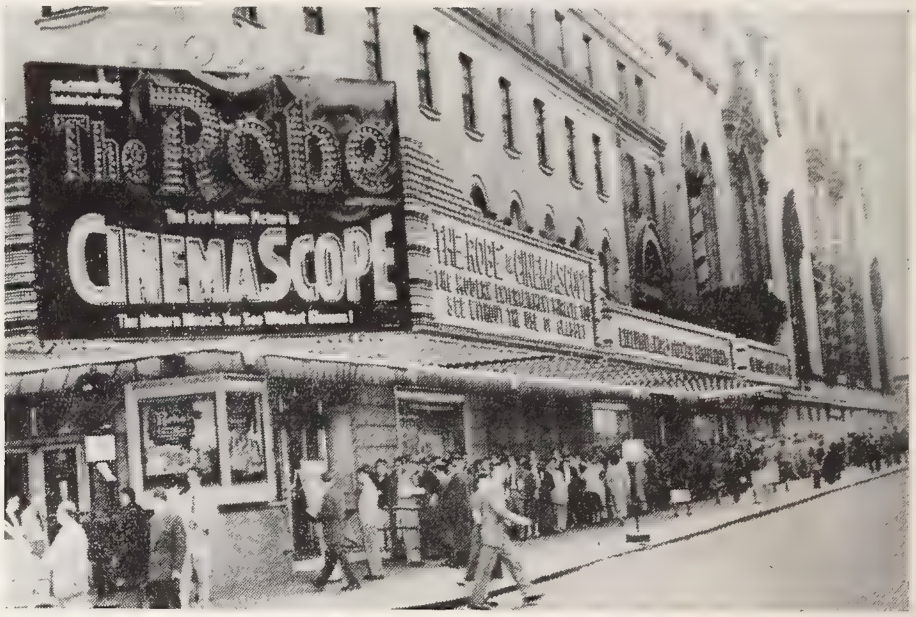
Maintained Production and Release Pace

The dozen successive CinemaScope productions from Twentieth Century-Fox completing the first year's output included "King of the Khyber Rifles," starring Tyrone Power; "Hell and High Water," starring Richard Widmark; "New Faces," the first musical in CinemaScope; "Night People," starring Gregory Peck and filmed in Germany; "River of No Return," photographed in the Canadian Rockies; and the spectacular re-creation of the world-famed subject, "Prince Valiant."

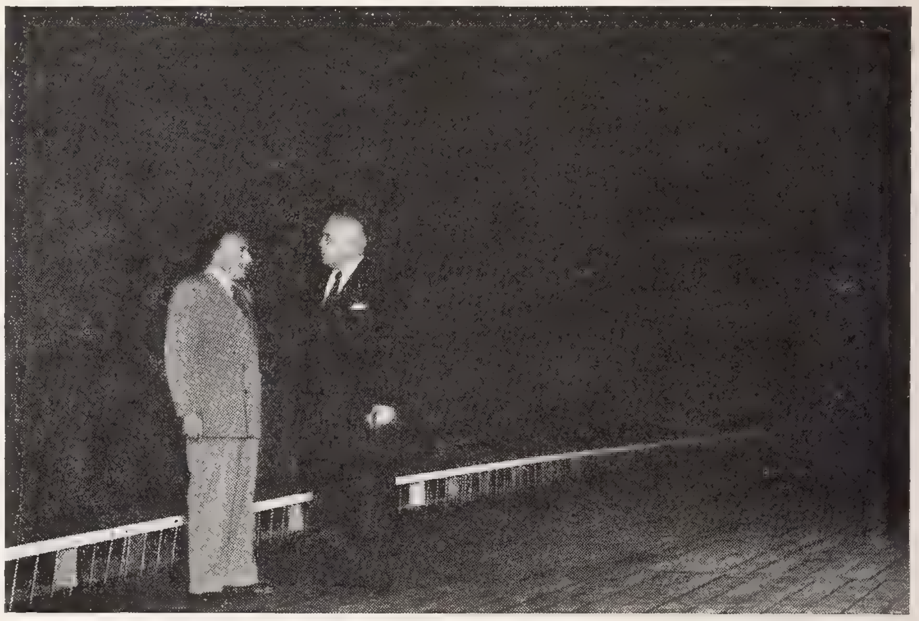
Also, "Garden of Evil," filmed in Mexico and starring Gary Cooper, Susan Hayward and Richard Widmark; the ambitious sequel to "The Robe," "Demetrius and the Gladiators"; "The Royal Tour of Queen Elizabeth and Philip," a documentary; the much-acclaimed "Broken Lance," starring Spencer Tracy; and the immensely popular "Three Coins in the Fountain," with an all-star cast and largely filmed in Rome and Venice.

Rounding out the line-up was Darryl F. Zanuck's first production in CinemaScope, and his first personal offering in two years, the Mika Waltari best-seller, "The Egyptian." Fully employing significant new improvements in the anamorphic lens—allowing greater clarity, flexibility, range and depth, "The Egyptian" has

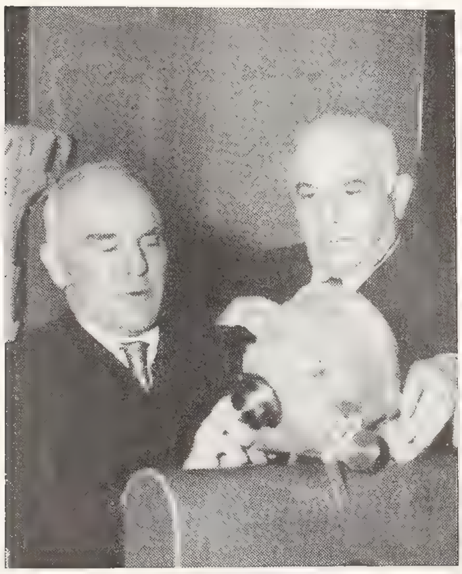
(*Continued on page* 8)



First day's business for first CinemaScope production. Lines waiting for admittance to Roxy Theatre, New York, where "The Robe" had its world premiere one year ago.

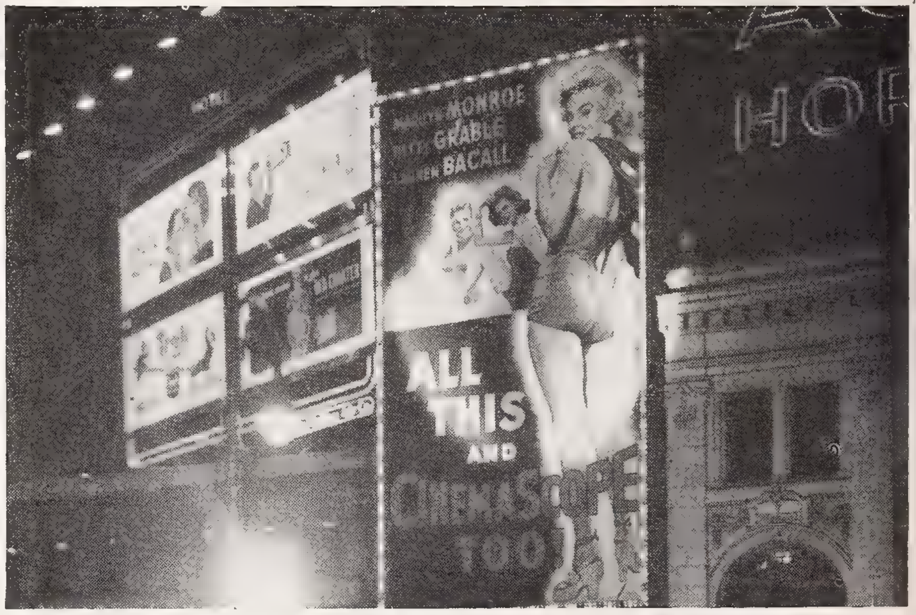


The men and the screen. Al Lichtman, left, director of distribution for 20th Century-Fox, and Spyros P. Skouras, president, before one of the first CinemaScope screens.



Spyros Skouras, 20th-Fox president, and Earl Sponable, research director, display new Bausch & Lomb CinemaScope camera lens.

Prof. Henri Chretien, inventor of CinemaScope anamorphic lens, receives Cannes Film Festival award from Olivia DeHavilland.



Type of spectacular advertising used on Broadway theatre fronts which sold early CinemaScope productions to millions.

TODAY...UA *Salutes*

CINEMASCOPE

on its First Birthday!

NOW IN RELEASE

SITTING BULL

CINEMASCOPE · in Eastman Color
Starring Dale Robertson · Mary Murphy · J. Carrol Naish · Directed by Sidney Salkow · A W. R. Frank and Tele-Voz De Mexico Production
Presented by W. R. Frank

NOW SHOOTING

GENTLEMEN MARRY BRUNETTES

CINEMASCOPE · in Color
Starring Jane Russell · Jeanne Crain · Directed by Richard Sale
Assoc. Prod. Robert Waterfield · Produced by Robert Bassler

JANE RUSSELL

NOW SHOOTING

THE KENTUCKIAN

CINEMASCOPE · in Color
Starring Burt Lancaster with Diana Lynn · Dianne Foster
Directed by Burt Lancaster · A Hecht-Lancaster Production
Produced by Harold Hecht

BURT LANCASTER

QUALITY PICTURES UA IN QUANTITY

35TH ANNIVERSARY 1919 UA 1954

WESTREX CORPORATION

is delighted
to extend its felicitations to
Spyros Skouras
and
Twentieth Century-Fox
on the first anniversary of the introduction of

CINEMASCOPE

The courage that introduced CinemaScope has won enthusiasm and box office response from movie-goers the world over.

Westrex is pleased to have contributed to the success of CinemaScope through the development of the stereophonic equipment to record, print, and reproduce multi-track sound for the new screen presentations. In addition Westrex engineers have installed the new picture and sound projection equipment throughout the world except the United States and Canada.

Westrex Corporation

111 Eighth Avenue, New York 11, N. Y.
Hollywood Division: 6601 Romaine Street, Hollywood 38, Calif.

Over 90% of all theatres and drive-ins showing CinemaScope... use Bausch & Lomb cylindrical anamorphic attachments

Here's why:

- Highest light transmission of all anamorphic attachments—for clearest, most enjoyable screen picture.
- No blur, no distortion! Detail is sharp, magnification is uniform, picture is pleasing throughout screen area.
- Matched lens design, for perfect pairing with B&L *f*/1.8 Super Cinephor, world's fastest projection lenses.
- Complete line, including the only anamorphic lens specially made to match 4″ projection lenses without vignetting.
- Easier to install—lenses screw right into perfect alignment.
- Minimum maintenance—completely sealed unit.
- Dependable factory service for full life of lens.
- Recommended by CinemaScope producers.

Congratulations, 20th Century-Fox, on Your First Anniversary of CinemaScope!

We're proud to have played a part in your great achievement in the art and science of motion picture entertainment.

Ask your dealer for a private demonstration on your own CinemaScope screen. (In Canada: General Theatre Supply—Main Office, Toronto.)

BAUSCH & LOMB

SINCE B&L 1853

They did the work. Spyros Skouras, at far right, who discovered the Chretien anamorphic lens after its years of oblivion in Europe and recognized its potentialities at a critical period in motion picture business history. His faith and enthusiasm in the device inspired Al Lichtman, left, above, to embark on an indefatigable selling campaign, aided by the merchandising and publicity impetus engineered under the direction of Charles Einfeld, above, center, which not only made a success of CinemaScope but also brought new prosperity to thousands of theatres around the world. At right, above, Earl Sponable who overcame many of the technical problems involved and contributed to perfecting the needed devices.

CINEMASCOPE ANNIVERSARY

(Continued from page 4)

already begun to duplicate the reception accorded "The Robe" a short year ago. The newly-perfected lenses were first utilized on "Broken Lance," but for "The Egyptian" in its entirety.

With "The Egyptian" a fitting observance of the first anniversary of CinemaScope, Twentieth Century-Fox is already engaged in product plans for a second year and beyond.

Among the films it will release during the balance of 1954, teeing off the second year of CinemaScope, is "Desiree," from the best-selling novel, co-starring Marlon Brando, as Napoleon; Jean Simmons in the title role; Merle Oberon, Michael Rennie and Cameron Mitchell.

Other late 1954 releases include "Woman's World," comedy-drama with Clifton Webb, June Allyson, Van Heflin, Lauren Bacall, Fred MacMurray, Arlene Dahl and Cornel Wilde; "The Adventures of Hajji Baba," produced by Walter Wanger, and "Black Widow," starring Gene Tierney, Ginger Rogers, Van Heflin and George Raft.

Climaxing this period will be the company's greatest musical effort, Irving Berlin's "There's No Business Like Show Business," starring Ethel Merman, Donald O'Connor, Marilyn Monroe, Dan Dailey, Johnnie Ray and Mitzi Gaynor.

Productions Planned for 1955

Early 1955 will see such promising CinemaScope offerings as "The Racers," filmed in Italy and starring Kirk Douglas, Bella Darvi, Gilbert Roland, Cesar Romero, Lee J. Cobb and Charles Goldner; "Untamed," filmed in South Africa and starring Tyrone Power and Susan Hayward; "Carmen Jones," the Broadway stage musical by Oscar Hammerstein, starring Harry Belafonte, Dorothy Dandridge and Pearl Bailey; and Richard Burton as Edwin Booth in the best-selling book, "Prince of Players," in which Maggie McNamara, Raymond Massey, Charles Bickford and Eva Le Gallienne also appear and John Derek plays John Wilkes Booth.

The months ahead will bring Marilyn Monroe in the Broadway comedy "The Seven-Year Itch," co-starring Tom Ewell in his stage role, with Evelyn Keyes and Sonny Tufts, under Bill Wilder's direction; Fred Astaire and Leslie Caron in a new musical comedy version of "Daddy Long Legs"; James Stewart and Jane Russell in "Jewel of Bengal"; the introduction to stardom of Sheree North, the sensation of the Martin and Lewis film "Living It Up," in "Pink Tights," a much-publicized musical; the best-selling biography of her beloved husband, Peter Marshall, entitled "A Man Called Peter," to star Richard Todd and Jean Peters; the two-year Broadway musical "Can-Can," by Cole Porter and Abe Burrows; and the Rodgers and Hammerstein musical play, "The King and I," which has been running on Broadway and on tour for almost four years.

For its second anniversary of CinemaScope a year hence Twentieth Century-Fox hopes to have completed its forthcoming production of Fulton Oursler's "The Greatest Story Ever Told."

Highlights of the First CinemaScope Year

1953

SEPT. 16—The first CinemaScope production, "The Robe," opens at the Roxy Theatre, New York.

SEPT. 24—The first week's gross at New York's Roxy Theatre is a world record for any theatre, any time, any policy. The figure is $264,428, exceeding by almost $100,000 any previous show business mark.

OCT. 22—The Canadian premiere of "The Robe" in CinemaScope is held.

OCT. 29—Columbia Pictures announces its intention to produce major films in CinemaScope.

NOV. 4—Warner Brothers announces it will produce in CinemaScope.

NOV. 9—20th releases its second production in CinemaScope, "How to Marry a Millionaire."

NOV. 19—London is the first European capital to premiere "The Robe."

NOV. 27—"The Robe" premieres simultaneously in Rome and New Zealand.

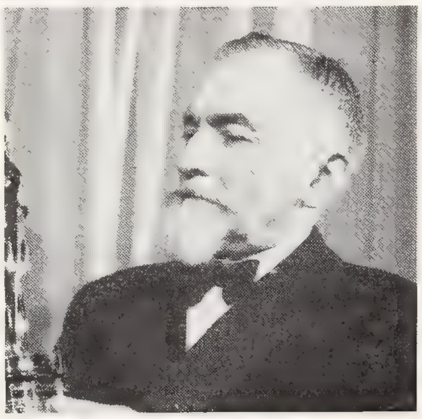
DEC. 3—Paris greets "The Robe."

DEC. 9—"The Robe" opens in Australia.

DEC. 16—A third CinemaScope attraction opens in New York, 20th's "Beneath the 12-Mile Reef" at the Roxy Theatre.

DEC. 22—"King of the Khyber Rifles," the fourth 20th-Fox production in CinemaScope, has an auspicious premiere at the Rivoli, New York.

(Continued on page 10)



Prof. Henri Chretien

Darryl F. Zanuck

FAIRCHILD ANSWERS

6 Pointed Questions About

PERSPECTA STEREOPHONIC SOUND

A FRANK DISCUSSION OF THE FACTS!

Q. *Is Perspecta Stereophonic Sound really here?*
A. It sure is! M-G-M, Paramount and Warners are releasing all future productions with Perspecta Sound. Other studios are following.

Q. *Will it be the industry standard for years to come?*
A. Yes, it will — because, from the producers' viewpoint, it's the *compatible* system — yet offers exhibitors the finest stereophonic sound at the lowest installation and operating cost.

Q. *How soon should theatre owners install it?*
A. The sooner, the better. All Loew's theatres are being equipped now and hundreds of others here and abroad have ordered! Be first in *your* community. Order now!

Q. *How many Fairchild Perspecta Integrators does a theatre need?*
A. Only *one!* A single Fairchild Perspecta Integrator serves *all* projectors in a booth and controls the sound through any three-channel sound system of standard-make.

Q. *What about costs and installation time?*
A. The Fairchild Perspecta Integrator costs $990. A complete installation can be made in less than a day — without loss of showing time and, incidentally, without continued maintenance and replacement of magnetic heads!

Q. *Where do I go to find out more?*
A. See your dealer or — call — write — or wire Fairchild. We understand exhibitors' problems—can answer your questions immediately.

FAIRCHILD RECORDING EQUIPMENT
THEATRE EQUIPMENT DIVISION • WHITESTONE 57, NEW YORK

A Year of Achievement

One year ago, a distinguished group of invited guests packed the 5,886 seats of the Roxy Theatre in New York. They were present at the birth of a new motion picture medium—and their reactions and applause hailed it as a vital force in film entertainment.

The picture was, of course, "The Robe." The new medium was CinemaScope.

The year has passed quickly and in that brief time, 20th Century-Fox, the company which pioneered with CinemaScope and brought it to fruition, has seen a revolution come upon the industry.

Progress Cited

Today, throughout the United States and Canada, there are over 8,000 theatres equipped for CinemaScope. **A year ago there was only one.**

Today, in Europe, Asia, Africa, South America and Australia there are 4,000 theatres equipped for CinemaScope. **A year ago there were none.**

Today, in theatres throughout the world there are 24 CinemaScope features from all companies entertaining audiences of all ages and nations. **A year ago there was only one.**

A year ago there were only ten pictures on the drafting board, and a majority of these were from one company, 20th Century-Fox. Today, there are 114 films awaiting release, in production or in preparation for 1954-55 for all companies.

Boosted Grosses

The CinemaScope process has rolled across the nation's screens, and audiences have found a new entertainment and a new vitality in their theatres.

They have saluted "The Robe" by flocking to it in such numbers that in its first year of release it grossed over $30,000,000 and is fast approaching the records of "Gone with the Wind."

CinemaScope productions for the coming months include such films as "Desiree," "There's No Business Like Show Business," "Woman's World," "The King and I," "Prince of Players," "The Greatest Story Ever Told," "A Star Is Born," "Moby Dick," "Brigadoon," "Ben Hur," "Sign of the Pagan," "The Long Grey Line," "Joseph and His Brethren," "That Lady," "20,000 Leagues under the Sea," and many others.

Highlights of the First CinemaScope Year

(*Continued from page 8*)

DEC. 25—84 neighborhood theatres in the New York area join in showing "The Robe" in CinemaScope complete with stereophonic sound. The holiday run, for an unprecedented two weeks in many houses, rolls up hitherto unheard-of grosses. All the circuits involved agree that such grosses would have been unknown without CinemaScope.

1954

JAN. 7—"Knights of the Round Table," MGM's first production in CinemaScope, opens at Radio City Music Hall, New York.

JAN. 15—Paramount Theatre, New York, becomes Broadway's sixth major first-run to show the new medium. Film is "The Command," Warner Brothers first CinemaScope production.

JAN. 27—It is announced that the Ford Motor Co. has inaugurated commercial use of CinemaScope. Two 35-minute films, in CinemaScope, made by the industrial film company Wilding Pictures at a cost of $225,000, are being shown to auto dealers, salesmen and mechanics in theatres rented for morning and afternoon showings.

FEB. 5—Chicago's neighborhood theatres, completing runs of "The Robe" in CinemaScope with stereophonic sound during January, duplicated the experience of the New York circuits a month earlier.

FEB. 17—Nicholas M. Schenck, president of MGM, avers that "CinemaScope is great and stereophonic sound is part of its greatness," in confirming that "Knights of the Round Table," its first CinemaScope release, will be licensed only to fully equipped theatres.

FEB. 19—Laboratory processing work on "Prince Valiant," 20th's Easter attraction, has been spread out over five laboratories, to insure a minimum of 215 prints for Easter dates, the company announced.

MAR. 4—20th approves a new stereophonic sound speaker suitable for drive-in theatres, the Ezell stereophonic sound speaker, Model AR, the discovery of Claude Ezell, leading southwest drive-in operator.

MAR. 15—The Ampex Corp. demonstrates a new stereophonic sound device for drive-in theatres. Unit consists of three three-inch speakers, manufactured of light plastic.

MAR. 25—Special Academy Award to 20th Century-Fox for CinemaScope.

MAY 7—Industry forum held at Fox home office for theatremen. Resolution passed ending the policy requiring use of full stereophonic sound in exhibition of CinemaScope productions.

JUNE 18—"Demetrius and the Gladiators," sequel to "The Robe," premieres at the Roxy Theatre, New York.

JUNE 22—New advances in CinemaScope techniques and high fidelity stereophonic sound demonstrated simultaneously in New York and Los Angeles by means of special reel highlighting scenes from six forthcoming pictures. Screenings follow in key cities across the U. S. and throughout the world.

AUG. 6—Director of 20th-Fox distribution Al Lichtman announces two specially-produced CinemaScope reels to be made available free to exhibitors, one dealing with advantages of high fidelity directional magnetic stereophonic sound, and a second depicting the effectiveness of new Bausch and Lomb "taking" lenses.

AUG. 24—"The Egyptian," Darryl F. Zanuck's first personal production in CinemaScope, has world premiere at Roxy.

AUG. 25—Spyros P. Skouras announces that CinemaScope newsreels and 16mm CinemaScope films may be ready for exhibition by the end of the year.

AUG. 26—20th-Fox declares a quarterly cash dividend of 40¢ per share, up from previous 25¢.

SEPT. 16—CinemaScope marks its first anniversary.

New Lens Aids Production

Just one year since the introduction of CinemaScope at the premiere of "The Robe" at New York's Roxy Theatre, the medium not only has revitalized the motion picture industry, but has brought a newer and easier way in the production of motion pictures.

Ever alert to the continuing need for improvement in the techniques of CinemaScope, Spyros P. Skouras, president of 20th Century-Fox, and the optical firm of Bausch and Lomb instituted a broad development program for the production of improved anamorphic camera lenses.

The results of these improvements are shown in 20th Century-Fox's new Darryl F. Zanuck production, "The Egyptian." This is the first motion picture to wholly make use of the anamorphic lenses which have the following important attributes:

¶ Very markedly improved resolving power;

¶ Better depth of field;

¶ Better flatnes of field—that is, better relative definition at the edges of the field;

¶ Improved corrections of optical aberrations, particularly lateral distortions;

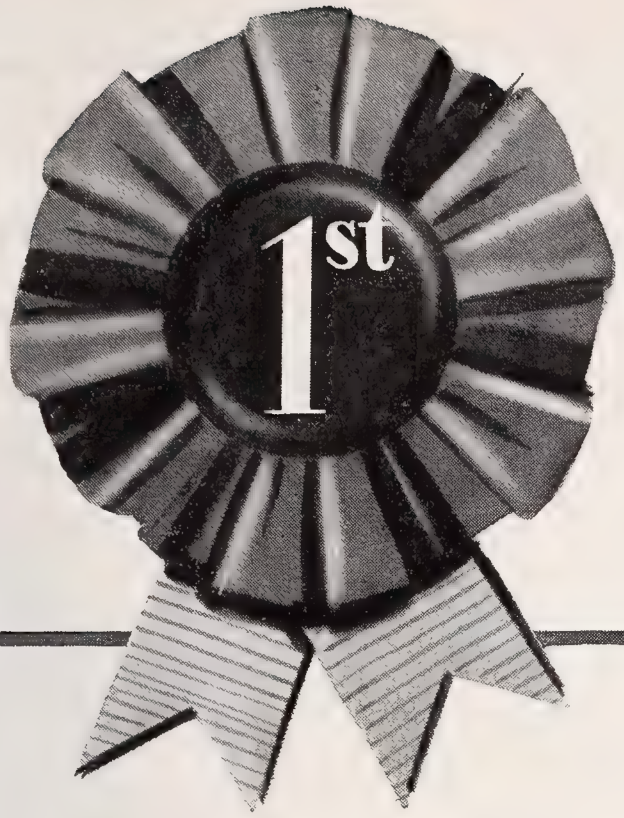
¶ A very much improved mechanical mounting which makes the objective lens and the anamorphic components simultaneously adjustable from a single control;

¶ A very extended assortment of focal lengths (or field angles), making for complete flexibility of choice on the part of the cameraman and director.

The first four items listed need no elaboration. The fifth is aimed at simplification of operation, and contributes a substantial improvement in overall picture quailty, since it reduces the possibility of error by cameramen in setting the lens for distance, and this reduces production costs in eliminating expensive retakes.

The sixth pertains to a complete range of lenses which have been designed by Bausch and Lomb. These range in focal lengths from 13 mm. to 152 mm. inclusive (or in terms of horizontal field angles, from 122 degrees to 18 degrees).

The use of these lenses is now opening new vistas of entertainment for the motion picture public and the results of this new freedom and scope may now be seen in "The Egyptian."

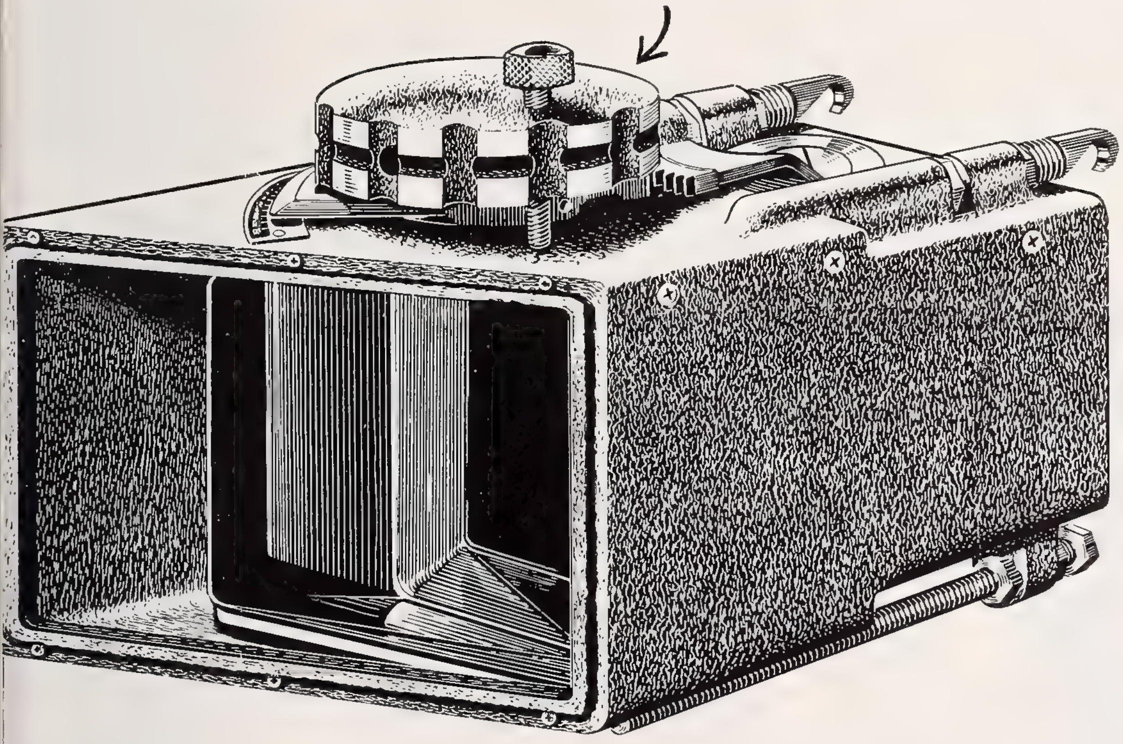


Performance Wins!

that's why the SUPER PANATAR is the most widely used Variable Anamorphic Lens in the World!

Any Aspect Ratio At the Twist of a Single Knob

The Super Panatar can be converted to any aspect ratio from standard Vista Vision to Cinemascope by a twist of a single knob. It has been approved for use with all existing systems — and will take care of any new systems that may be developed in the future.



Recent surveys by us reveal there are more Super Panatar lenses now installed than any other *variable anamorphic lens* and more Super Panatars *being installed daily!* This amazing acceptance of Super Panatar, *which includes the largest chains* is based on superior performance right out in the field. The good word about Super Panatar is spreading like wildfire! In addition, the Super Panatar is used constantly in the Hollywood Studios of M.G.M., Technicolor, Columbia and Universal International.

SUPER PANATAR "100" . . . only $895.00 per pair

Also available for use with 4" dia. f 1.8 objective lens for both outdoor and indoor installations.

SUPER PANATAR

MANUFACTURED BY PANAVISION, INC.

The "Gottschalk Lens"

Guaranteed to Outperform All Others Because It Provides:

1. Greatest light transmission.
2. Finest color rendition — with most brilliant white light.
3. Highest definition—with sharpest pictures edge to edge.
4. Elimination of distortion due to curved screens.

Exclusive Distributors

RADIANT MANUFACTURING CORP.
2627 W. Roosevelt Road,
Chicago 8, Illinois
Phone: CRawford 7-6300

Cable Address:
RADMAFCO

THANK YOU
MR. EXHIBITOR

VIDOSCOPE

ANAMORPHIC LENS

. . . Your wonderful response in buying more than 1,000 pairs of VIDOSCOPE ANAMORPHIC LENSES is indeed gratifying to us. But—our pleasure is even greater at your many kind expressions of complete over-all satisfaction with VIDOSCOPE ANAMORPHIC LENSES.

$895 per pair
Complete with Special
Carrying Case

WALTER FUTTER
625 Madison Avenue,
New York 22, N. Y.
Tel.: MU 8-8757 Cable: WALFUTTER New York

C'Scope Sparks Showmanship

The revitalization of the industry sparked by the introduction of CinemaScope with "The Robe" on Sept. 16 last year has led also to a rebirth of showmanship.

When 20th Century-Fox opened the Biblical spectacle at New York's Roxy Theatre, the picture was proclaimed the greatest pre-sold picture of all time. Newspapers across the nation in the first year of CinemaScope, joined by leading magazines, the trade press, TV, radio and all other media, have carried the dramatic word that movies were back in the headlines.

Big Campaigns

The promotional drive which propelled "The Robe" to all-time boxoffice records was followed in the 12-month period with campaigns of equal merit. The sequel to the first CinemaScope production, "Demetrius and the Gladiators," also was bulwarked by a massive drive embracing virtually every key outlet with the public.

Such productions as "Prince Valiant," "Three Coins in the Fountain," and "Hell and High Water" also benefited by broad, comprehensive campaigns, all of which saw strong grosses achieved in all types of playdates.

Climaxing the year of showmanship has been the all-out efforts pre-selling "The Egyptian," Darryl F. Zanuck's first personal production in CinemaScope.

National Tour

More than three months prior to its world premiere in New York, a 6,000 mile two-pronged truck tour was begun to include over 200 cities in the United States.

To supplement this tour, Bert Lytell, the stage and screen actor, went on a public relations tour, addressing organizations on the subject of Egypt and "The Egyptian," and Charles Le Maire, wardrobe director at 20th Century-Fox, went on an extensive personal-appearance tour.

Fashion tie-ups, magazine breaks, newspaper stories and the giant television and radio campaigns were inaugurated. The greatest national poster campaign in the history of the industry was aimed at reaching every eye. Each and every exploitable source was contacted and taken advantage of. The exhibitor campaign book prepared by 20th Century-Fox gave the exhibitor a tremendous amount of material to work with.

In the THEATRE Equipment *& Refreshment* World . . .

• • *with RAY GALLO*

THE motion picture business can recognize certain periods of its history in the names of some pictures, such as "The Great Train Robbery," "Queen Elizabeth," "The Birth of a Nation," and "The Jazz Singer." Now we can add "The Robe," which introduced CinemaScope. In the year since the premiere of that production at the Roxy Theatre in New York, CinemaScope has proved itself in picture after picture to be one of the industry's great technical achievements.

The effect of CinemaScope has been felt throughout the business during its first year of public exhibition. It has stimulated attendance at thousands of theatres equipped for it, and it has helped to revive lagging public interest in motion pictures generally. Its own technical requirements have brought about installation of better projection and sound equipment, and that has improved presentation of other kinds of product.

So the first anniversary of CinemaScope is more than an event to be noted by 20th Century-Fox. It is an occasion of significance to the industry as a whole.

•

The Bell Engineering Co., Lynn, Mass., has added a new counter model infra-red rotisserie to its line of refreshment equipment. The unit has a two-section spit designed to barbecue 40 frankfurters in a few minutes and over 300 per hour. It is called the "Barbe-Cutie, Jr.," and is constructed of glass and stainless steel.

•

A new lightweight portable machine for cleaning upholstery and stair carpeting has been announced by the Multi-Clean Products Co., St. Paul, Minn. The new machine is called the "Professional." It is hand-sized, weighs only six pounds and is said to maneuver in awkward corners where even hand cleaning is difficult.

•

Arc lamp rectifiers for both standard and wide-screen projection, as produced by the McColpin-Christie Corp., Los Angeles, are described in a new brochure just issued by the company. Known as the "C & C" selenium arc lamp rectifiers, they provide continuous d.c. power from one kilowatt to the "high candescent" types.

•

The Ballantyne Co., Omaha, makers of sound and projection equipment, has expanded its plant facilities there by the purchase of new buildings adjoining its quarters. The acquisition virtually triples the company's space, according to R. S. Ballantyne, president, in addition to bringing all manufacturing operations under one roof so that processing control may be improved.

'Robe' Then, 'Egyptian' Now

The release of Darryl F. Zanuck's production of "The Egyptian" coincides almost to the week with the first anniversary of CinemaScope, for it was on Sept. 16, 1953, that "The Robe" opened at the Roxy Theatre in New York and ushered in a new period in the history of motion pictures.

"The Egyptian" is a fitting anniversary attraction. Darryl F. Zanuck's first personal production since "The Snows of Kilimanjaro" was more costly than "The Robe" and has been acclaimed by many as one of the greatest spectacles ever filmed. His decision to undertake the film in 1954 was prompted by the fact that with the advent of CinemaScope he finally had the medium which could do the picture justice. This decision was strengthened by the knowledge that the book told a great spiritual story—the awakening of the Pharaoh Akhnaton to the concept of one God.

Aside from the story of Akhnaton himself, Zanuck felt that the entire era would interest others as it did him, because Egypt has always been regarded as one of the great cradles of civilization. In making film in CinemaScope, he saw an opportunity of bringing to life a colorful era from civilization's infancy. He knew it had to be done not merely as a "costume" picture, but as a picture which would interpret Waltari's understanding of an Egyptian as a man and transmit it to a theater audience.

Three Speaker Sound In One Optical Track

With CinemaScope productions available in prints carrying the sound in a single optical track, rather than four magnetic tracks, three screen speaker systems can still be employed to achieve a stereophonic effect by means of the Perspecta Sound System, which became available early this year. Developing from research of C. Robert Fine, in association with engineers of the Fairchild Recording Equipment Company, Whitestone, L. I., the Perspecta system employs a special type of variable gain volume control called an "Integrator" to distribute the signals of the optical track to three screen speaker channels. This is done in accordance with control frequencies superimposed on the track.

3 in C'Scope Going for UA

With the recent start of production in Paris of "Gentlemen Marry Brunettes," a multi-million dollar comedy musical in color starring Jane Russell, Jeanne Crain and Alan Young, United Artists now has three CinemaScope features either ready for release or before the cameras.

W. R. Frank's spectacle "Sitting Bull," which stars Dale Robertson, Mary Murphy and J. Carrol Naish, goes into national distribution next month following a premiere in Rapid City that outdrew some of UA's all-time moneymakers.

"The Kentuckian," Hecht-Lancaster's first film in CinemaScope and their third for United Artists, is now on location in Kentucky.

Shortly following the completion of shooting in Paris, "Gentlemen Marry Brunettes" will set up for location in Monte Carlo. It is being directed by Richard Sale, who shares producing credits with Robert Bassler. Featuring a score of all-time hit tunes by George and Ira Gershwin and Richard Rodgers and Lorenz Hart, "Gentlemen Marry Brunettes" marks Jane Russell's first appearance in a United Artists film.

Sound Equipment For CinemaScope

Complete equipment for reproduction of CinemaScope's four-track stereophonic sound is offered by the Magnasync Manufacturing Company, North Hollywood, Calif., with audio systems ranging from those for theatres having previously installed no stereophonic equipment at all, to those having the necessary power amplifiers already. Basic to all systems is the "Magnaphonic P-435" button-on reproducer which features a dual flywheel known as the "Synkinetic" film transport.

Anamorphic Lenses In Futter Line

Anamorphic projection lenses of cylindrical type produced in Europe for the exhibition of CinemaScope productions, are available in the United States through Walter Futter, New York. Futter, for many years a prominent figure in motion picture production and distribution, is sole sales representative for a complete line of projection lenses, including regular objective lenses as well as anamorphic attachments.

Our hats are off to
CinemaScope
and its creators

★ ★ ★ ★ ★

You will take your hat off to the brilliant performance you will enjoy through CinemaScope by using the
Hilux primary lenses and
Hilux-Val Variable Anamorphic Lenses

Don't fail to see them both at the TESMA Tradeshow Oct. 31-Nov. 4

**Projection Optics Co.
330 Lyell Ave.
Rochester 6, N. Y.**

Add Prismatic Type To "Hilux" Lens Line

Prismatic type anamorphic attachments have been added to the line of the Projection Optics Company, Rochester, N. Y., which long has been a producer of lenses for motion picture projection. The company's "Hilux Val" anamorphic lenses have an expansion spread from zero to the full 2:1 ratio for CinemaScope and therefore may be used in the projection of anamorphic prints in a wide range of compression ratios. "Hilux Val" attachments screw directly onto the objective lens without special attachments for the projector face or chassis.

Title Bout

(*Continued from page* 1)

phia and Chicago sold out. Prices for tickets range from $3.30 per seat to $5.50, tax included.

The Columbia Broadcasting System will broadcast the bout.

United Artists will speed prints of the bout to every exchange area of the North American continent by no later than tomorrow evening. Pictures of the bout are expected to be exhibited in Metropolitan New York theatres in less than 24 hours after the winner is announced in the ring.

A UA spokesman revealed yesterday that more than 5,000 bookings will be had for tonight's bout.

Need a **WIDE** Screen?
Be sure to see the ***NEW***

**ULTRA
WHITE
HI-LITE
SCREEN**

"Used for CinemaScope and all presentations"

Acclaimed for CLARITY and BRIGHTNESS at Radio City Music Hall's VISTAVISION demonstration — The World's Largest Screen. 70'x39'. Also SILVERLITE All Purpose Welded Seamless Screen.

See your dealer—or write

**VOCALITE
SCREEN CORP.**
ROOSEVELT, N. Y. FReeport 9-2800
Since 1927

Census Bureau Seeks Data

(*Continued from page* 1)

the date of construction for any theatres put up after 1945; car capacity of drive-ins; receipts from theatre television events; receipts from advertising films; separate totals for federal, state and local admission tax payments.

For the first time producers will be asked to furnish the number of films supplied for television, receipts from this source, and other information indicating the effect television is having on film production.

All these and other new queries will be in addition to the standard census questionnaires on profits, payrolls, investment, etc.

The last comprehensive census of the film industry was taken as part of the census of all U.S. businesses early in 1949, based on 1948 business. One was to have been taken this year, based on 1953 business, but Congress didn't put up the money. Just before quitting, however, Congress did vote funds for a census of all businesses, to be taken early next year based on 1954 business. Since 1949, there has been no census data developed on production and distribution, and only a few figures developed on exhibition, based on a theatre sampling.

Two Questionnaires in All

When the 1949 census was taken, production firms were considered part of the Census of Manufacturers and were asked to answer one questionnaire, while distributors were considered part of the Census of Business and asked to answer another. This year, for the first time, one questionnaire is being worked up to cover producers, distributors and service organizations, with a separate questionnaire for exhibitors. The questionnaires will go out to all industry firms except those who have no employes—that is, where the business is carried on exclusively by the owners. Census officials said they would get information on these firms from income tax returns.

The questionnaire going to exhibitors will ask for such information as the following: form of ownership; receipts from admissions; receipts from sales of merchandise; total payroll for the year; payroll in representative weeks; number of proprietors or partners or unpaid family workers; other business operations on the premises; federal, state and local admission taxes; rentals or commissions; receipts from advertising; receipts from theatre television shows; total number of paid admissions during the year; total number of performances during the year; number of performances of two or more features; seating or car capacity as of Dec. 31, and year theatre opened for operation if after 1945.

The form going to producers, distributors and service companies asks these questions: form of ownership; total payroll for the year, broken down between foreign and domestic and between administrative and production workers; number of proprietors or unpaid family workers; rentals separately for features, serials, shorts, newsreels and non-theatrical films, separately for the U. S. and overseas; receipts from film sales to television; receipts from rental and sale of accessories; receipts from sale of merchandise; receipts from sale of prints; number of productions released, including feature, shorts and non-theatrical films; number of foreign films imported; number of U.S. films exported; receipts for use of studio facilities or laboratory work; details of all film production expenses; detailed figures on the number and cost of films for television.

New Lobby Device to 'Sell' Stereo Sound

HOLLYWOOD, Sept. 14.—D. J. White, president of Magnasync Manufacturing Co., today announced an "all-industry plan aimed at selling the public on CinemaScope stereophonic sound" on his return from New York, where he conferred with executives of 20th Century-Fox. His plan centers around a lobby installation called "Stereoette," which encompasses a three-speaker demonstration of dimensional sound, and dispenses a brochure explaining stereophonic sound operation.

"Stereoette" does not bear the Magnasync trademark, according to White, who explains, "We think Stereoette is an excellent way to sell the public on stereophonic sound, and we want to see one in every theatre, regardless of which brand of sound system may be in use."

'Ugetsu' Grosses $10,500

The Japanese film "Ugetsu," currently at the Plaza Theatre here, grossed $10,500 during the first week of its engagement, the theatre reported yesterday. The gross is said to be the highest since M-G-M's "Julius Ceasar," which held the house record.

Carolina Conclave Set for Nov. 14-16

CHARLOTTE, N. C., Sept. 14.—The annual convention of the Theatre Owners Association of North and South Carolina will be held here on Nov. 14-16.

Mrs. Walter Griffith, executive director of the association, said the convention is being held a week earlier this year in order not to conflict with plans for Thanksgiving week.

Cleveland to Have 1,000-Car Drive-in

CLEVELAND, Sept. 14.—The Pearl Road Drive-In Theatre, Inc., has been formed by James J. Barton, state representative of Cuyahoga County; Herbert Ochs, head of Ochs Management Co., and Ben L. Ogron of Ohio Theatre Supply Co. to build and operate a 1,000-car drive-in at Pearl and Fowles Roads. Entrance to the theatre will be directly from the new Ohio turnpike.

The Pearl Drive-In will have complete CinemaScope and steretophonic sound equipment. Ochs will be in charge of operation, Ogron will supply the equipment and Barton will be theatre manager. Project is estimated to cost $150,000.

Pioneer in Lenses Of Prismatic Type

In the "Super Panatar" anamorphic attachments for the projection of CinemaScope and other squeeze type motion picture prints, the Radiant Manufacturing Company, Chicago, distributes lenses representing one of the earliest applications of adjustable prisms to the expansion of compressed film photographs. The "Super Panatar" attachments were developed by Robert Gottschalk of PanaVision, Inc., Hollywood. They are adjustable from zero to a compression ratio above the 2:1 employed by CinemaScope. "Super Panatar" lenses are attached to the projector frame rather than the lens mount.

Arbitration

(*Continued from page* 1)

brief meeting here of the distributors committee, attended by Adolph Schimel, of Universal; Al Lichtman, of 20th Century-Fox; Abe Montague of Columbia, and Charles Reagan of M-G-M.

Draft Submitted Yesterday

Schimel, counsel of the group, submitted the tentative arbitration draft at yesterday's meeting, it was stated. The draft, it was explained, will be studied by other distributor committee members for possible "refinements" and "suggestions." Schimel is expected to confer with TOA general counsel Levy next week in preparation for a full meeting of the arbitration subcommittee, to be attended by exhibitor and distributor members.

Margolies to Disney On a Term Basis

Albert Margolies and Co., has been named special publicity and public relations consultant for Walt Disney Productions, it was announced by Leo F. Samuels.

The association is on a term basis and supersedes the picture-to-picture campaigns on which Margolies has been operating in the past for more than a year.

B&L Lenses for All CinemaScope Needs

Figuring at the outset in the development of CinemaScope technique was the Bausch & Lomb Optical Company, Rochester, N. Y., whose technicians worked with Earl Sponable, director of technical research for 20th Century-Fox, and his staff in the calculation of the anamorphic lens formula based on the data of Dr. Henri Chretien. From this work came the original CinemaScope anamorphic lenses for both cinematography and projection. Since then Bausch & Lomb has developed a complete series of anamorphic camera lenses to give CinemaScope production a comprehensive selection of focal lengths.

Nat. Theatres

(Continued from page 1)

Missouri slated today and tomorrow.

Nub of the questioning of Skouras at the Sept. 23 meeting is expected to be the trust indenture of N.T.'s loan agreement with Metropolitan Life which regulates dividend payments by N.T. Under the indenture, if N.T.'s earnings by definition are less than $1 per share in any fiscal year, then in the ensuing year its dividend cannot exceed one-half of the earnings for that year.

For the first nine months of the current fiscal year N.T.'s earnings amounted to 68 cents per share. Earnings in the final quarter ending this month could bring the net to more than $1 per share. In that event, N.T.'s dividend payments in the ensuing fiscal year would be unrestricted. If, however, the earnings by definition amount to less than $1, the restrictive trust indenture would apply.

Indications are the investing groups sought the meeting with Skouras next week to obtain information on dividend policies in prospect and whether, if necessary, the loan agreement could be renegotiated to amend the condition governing payment of dividends. A general exchange of views between management and the stockholder groups also is in prospect with a view to discovery of the objectives of each, how similar they are and whether their realization is in view.

No question of a proxy contest has been raised by the investment groups in advance of the Sept. 23 meeting with Skouras.

Corwin

(Continued from page 1)

(Duke) Wales, secretary of the Studio Publicity Directors Committee of the Association of Motion Picture Producers and with the studios' international committee.

A native of Boston, Mass., Corwin is a graduate of Harvard University.

Percentage Actions Filed in S. Carolina

COLUMBIA, S. C., Sept. 14.—Paramount's, Loew's 20th Century-Fox, Warner Brothers, RKO and Universal each filed a percentage action in the Federal Court here against Kathleen H. Dobson Garber, operating the Ritz, Starlite Drive-In and Sweetwater Drive-In Theatres in Barnwell, S. C., the Williston and New Era Drive-In Theatre in Williston, S. C. and the Blackville Theatre in Blackville, S. C.

The Columbia law firm of C. T. Graydon represents the distributors with Sargoy & Stein of New York of counsel.

Saturation Dates For 'Sitting Bull'

W. R. Frank's "Sitting Bull," United Artists' first release in CinemaScope, has been set for eight saturation regional premieres which will place the picture in 110 key showcases within a period of four weeks, it was announced by William J. Heineman, vice-president in charge of distribution.

The day-and-date bow of "Sitting Bull" at the Paramount in Denver and 12 top houses in the area will lead off the slate of multiple bookings.

Reproducers for All CinemaScope Prints

Complete theatre sound systems for both four-track magnetic prints and multi-channel reproduction of single optical track prints of CinemaScope pictures are provided by the Westrex Corporation and its subsidiary companies in 36 countries abroad. For the former there is the "R9 Reproducer," which features a hydro flutter suppressor; a tight film loop and double fly wheels. For multi-channel optical sound Westrex can supply Perspecta "Integrator" equipment.

Trade Shows

(Continued from page 1)

major distributors will continue trade screenings if requested by exhibitors, especially in competitive bidding territories.

Twentieth Century-Fox, according to a spokesman, generally does not hold trade screenings for each 20th-Fox picture. However, the spokesman added, in some areas, especially competitive bidding territories, trade screenings are held. The discretion whether or not to hold a trade screening usually is up to the branch manager who acts on exhibitor requests and the availability of prints, it was added.

RKO Radio Pictures, like M-G-M, has found that trade screenings usually are not well attended by exhibitors, an RKO spokesman stated. RKO, he went on, only holds trade screenings on important pictures.

Universal, according to a company spokesman, has no regularly scheduled trade screenings, although prints are available in branches if screenings are sought by exhibitors. For extra special Universal pictures trade screenings are scheduled, it was added.

A Columbia spokesman said prints are available for trade screenings if requested. Warner Brothers, with the exception of its CinemaScope pictures, usually holds trade screenings, it was stated. Paramount, which for a period discontinued trade screenings, has reinstituted the policy, especially for its big pictures, it was reported.

Europe Eager to Get Cinerama; Rosen

An awareness of the advantages of Cinerama exists in all the leading countries of Europe, even in many areas where the medium has not yet been introduced, it was stated by Sam Rosen, executive vice-president of Stanley Warner Corp., following his return here on the "Queen Elizabeth." Rosen, with Mrs. Rosen, had visited London, Paris, Stockholm, Oslo, Copenhagen and Dublin.

The smaller communities, said Rosen, are looking forward to the time when an accumulation of product will justify the opening of Cinerama theatres in those areas.

'Hulot' Sets March

A new, all-time house record for the Exeter Street Theatre, Boston, was set by "Mr. Hulot's Holiday" which opened Sunday to a gross of $1,943, according to G-B-D International Releasing Corp., distributor.

Grainger and Sales Heads East Today

HOLLYWOOD, Sept. 14.—J. R. Grainger, president of RKO Radio Pictures, leaves here tomorrow for New York accompanied by RKO's sales heads, who have been at the studio for the past four days for a series of production and distribution conferences.

Accompanying Grainger are: Walter Branson, world-wide general sales manager; Herb Greenblatt, domestic sales manager, and Nat Levy, Eastern-Southern division sales manager.

A board of directors meeting may be held in New York on Monday.

RKO Film Oct. 27

The Allan Dowling Pictures production, "This Is My Love," will go into release Oct. 27, it was announced yesterday by Walter Branson, world-wide general sales manager of RKO Radio.

Picket-Stay

(Continued from page 1)

branch in protest against Columbia's allegedly high rental policies.

Shearer said early this afternoon that he expected to file his application for a temporary injunction late today and that he hoped that Judge Gunnar H. Nordbye would set an early date for hearing.

Meanwhile, the independent theatre owners' protest against Columbia's rental terms was failing to create any stir on film row. Chapman said that more than the usual number of exhibitors crossed the picket line yesterday. Twin Cities newspapers have ignored the dispute completely. There seemed to be some question on the part of Twin Cities independent exhibitors whether picketing was officially sponsored by North Central Allied or whether it was being financed by members of the organization as individuals.

Allied officials refused to comment.

Heartiest Congratulations

to

20th CENTURY-FOX

on your

First Anniversary

of

CinemaScope

and

Stereophonic Sound

ºººººº

D. J. WHITE, *president*

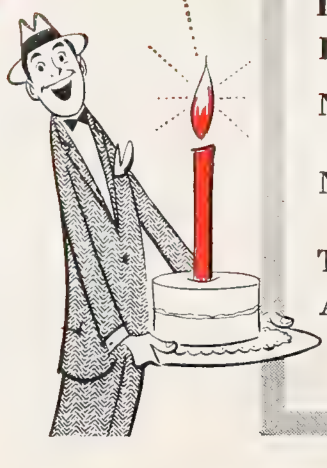
MAGNASYNC Manufacturing Company, Ltd.

manufacturers of fine

MOTION PICTURE SOUND EQUIPMENT

tomorrow CINEMASCOPE is one year young!

The sunshine of hope and confidence has dispelled the fear and gloom that hung over the motion picture industry before the advent of CinemaScope. Have you looked at your boxoffice receipts lately?



CINEMASCOPE FIRST ANNUAL REPORT

Number of CinemaScope theatres, United States and Canada	8,100
Number of CinemaScope theatres, worldwide	11,100
Estimated theatre investment in CinemaScope equipment	
Domestic	$66,875,000
Foreign	16,500,000
Number of CinemaScope pictures	
Now in release, in production or preparation	84
To be produced abroad	10
Already produced abroad	3
TOTAL	97

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 54 NEW YORK, U. S. A., THURSDAY, SEPTEMBER 16, 1954 TEN CENTS

Rank to Buy U.S. Theatres To Show British Films

Says He's Determined to Show Films to Mass American Audience; Will Acquire 50 or 100 Units When Sterling Convertibility Comes

By PETER BURNUP

LONDON, Sept. 15.—An invasion of the American theatre field "as soon as free convertibility of sterling" has been achieved was promised here today by J. Arthur Rank in order to ensure what he termed a "fair play" for British films in the American market.

Rank said that John Davis, managing director of the J. Arthur Rank Organization, would go to America at that time and will acquire whatever theatres are necessary for the purpose —"whether it's 50 or 100 doesn't matter."

"Before leaving this business," Rank said, "Davis and I are determined that the American mass audience will have an opportunity to see British films."

Rank claimed that it is of supreme

(*Continued on page* 6)

Showings Dated

Three Europe Capitals to See Superscope

Tushinsky Sails Sept. 30; U.S. Studios to Get Lens

By Staff Correspondent

HOLLYWOOD, Sept. 15. — Three European capitals will see demonstrations of Superscope during October, Joseph Tushinsky, co-inventor of the system, today told MOTION PICTURE DAILY. Tushinsky stated that he will sail for Europe on Sept. 30 for a showing in London on Oct. 12. This will be followed by demonstrations in Paris on Oct. 19 and in Rome on Oct. 26.

Tushinsky's newly-perfected anamorphic photographing lens will be made available to studios here following his return from Europe.

Injunction Hearing To Halt Columbia Picketing Friday

Special to THE DAILY

MINNEAPOLIS, Sept. 15.—Hearing on an application for a temporary injunction to halt picketing of Columbia Pictures' Minneapolis exchange will be held before Judge Gunnar H. Nordbye in Federal District Court here on Friday.

The application was filed by David Shearer, Columbia's Minneapolis coun-

(*Continued on page* 6)

'Waterfront' Passes $400,000 at Astor

Columbia's "On the Waterfront" went into its eighth week yesterday at the Astor Theatre here following a seventh week which saw the picture pass the $400,000 dollar mark, topping, by what theatre officials described as "tens of thousands of dollars," the highest gross ever recorded for a similar period by the Broadway showcase.

Best single week for "On the Waterfront" was opening week, when the production grossed $66,766, beating the previous record holder, "Battleground," which had grossed $59,000.

President Thanks Film Industry for Korea Relief Aid

In a letter to Al Lichtman, Wilbur Snaper and Sam Pinanski, co-chairmen of the Council of Motion Picture Organizations, President Eisenhower has expressed his gratification of the motion picture industry's decision to conduct audience collections in the theatres of the country the week of Oct. 4 for the benefit of the people of the Republic of South Korea.

The letter, which was sent from the Summer White House in Denver, is as follows:

"I am delighted to know that

(*Continued on page* 9)

Seplowin, Dudelson In New Rep. Posts

The appointment of Sam Seplowin as manager of Republic's Chicago office and of Morris Dudelson as Detroit branch manager was announced yesterday by Richard W. Altschuler, world-wide director of sales.

Seplowin has been associated with Republic since its inception, and moves to Chicago from Detroit, where he had held the post of branch manager. His appointment follows the resignation of Herbert Kaufman.

Morris Dudelson, formerly district manager for United Artists, has been appointed Detroit branch manager.

Mystery Meet Ends; Mistier Than Ever

INDIANAPOLIS, Sept. 15.—The two-day secret meeting of independent exhibitor leaders continued in that category today as Allied States officials returned to their homes without issuing a statement and declining to answer questions.

One added to the mystery by saying that an announcement would be made in due time but that meanwhile secrecy must be maintained for the good of the industry.

Johnston Pays 'Scope Tribute

Eric Johnston, president of Motion Picture Association of America, joined other industry representatives throughout the world in sending congratulatory messages to 20th Century-Fox on today's first anniversary of CinemaScope.

In Paris, meanwhile, 20th-Fox pres-

(*Continued on page* 9)

Telephone Hookup to Launch Will Rogers Christmas Salute

Abe Montague, president of Variety Clubs-Will Rogers Memorial Hospital and vice-president of Columbia Pictures, in announcing dates for the 1954 Christmas Salute disclosed plans for a national closed circuit telephone broadcast conference on Sept. 30. The telephone broadcast will originate in New York and will be picked up and

(*Continued on page* 6)

Census Bureau Statistics

Theatres, Receipts Down In 1953 from 1948 Totals

WASHINGTON, Sept. 15.—In a service trade report by the U.S. Bureau a Census, it is revealed that as of Dec. 31 there were 15,504 indoor theatres in the U.S., compared with 17,689 on the same date of 1948, a decline of 12.4 per cent.

The 1953 figure compares favorably with the latest report of total four-wall theatres prepared by 20th Century-Fox which estimated 16,079 in operation. The U.S. survey did not include drive-ins.

The data prepared by the Census Bureau were carried out by means of a special appropriation for making "spot" checks of business in lieu of a complete census of business originally scheduled for last year.

The report which also covered re-

(*Continued on page* 9)

Heavy Buying of N.T. Stock Continues

National Theatres stock continued in heavy demand on the New York Stock Exchange yesterday, as it has been for some time past, and ended the day with an advance of ¼ to set a new high for the year of 10¼.

Downtown brokerage houses which already have acquired an estimated 250,000 shares will hear Charles Skouras, N.T. president, discuss dividend policies and prospects at a meeting with the Security Analysts at the Waldorf-Astoria Hotel here Sept. 23. Skouras is scheduled to arrive here tomorrow.

Personal Mention

DONALD A. HENDERSON, 20th Century-Fox secretary and treasurer, will leave here tomorrow with Mrs. Henderson for Europe.

•

Darryl Turnmyre, Michael Seminerio, Victor Jones and Walter Taylor, Paramount Pictures technicians, arrived in New York from the Coast this week and left here yesterday for Montpelier, Vt.

•

Robert L. Lippert, president, and William M. Pizor, vice-president in charge of foreign distribution of Lippert Pictures, left New York yesterday for London via B.O.A.C. Monarch.

•

Mary Nicoletti, of the M-G-M special service department, on Oct. 30 will be married to Henry W. Bode, Jr., at the Church of Our Lady of Perpetual Help in Richmond Hill.

•

Howard Young, contributing editor of "This Week" magazine, has returned to New York from Martha's Vineyard, Mass.

•

Dan McCauley, assistant director of "The Ten Commandments," has left New York by plane for Cairo, Egypt.

•

Audrey Lurie, of the M-G-M studio publicity department, is visiting in New York from the Coast.

•

Peter Glenville, British director, left here yesterday by B.O.A.C. Monarch for Europe.

•

Mrs. Kate Treske, of the Lenox Theatre, Hartford, has returned there from Miami.

•

Rock Hudson is scheduled to arrive in New York from Europe on Tuesday.

•

Joseph Hayes, writer, has returned to New York from Hollywood.

•

Edmund Gwenn will arrive here tomorrow from Hollywood.

RKO Theatres Sells Brooklyn Orpheum

RKO Theatres has sold the 1,715-seat Orpheum Theatre and three-story building at Flatbush Ave. and Fulton St., Brooklyn, to a syndicate headed by Max Hoffmann, attorney.

The house was operated for years on a vaudeville and film policy and more recently on a film policy only. E. M. Simon Co. was the broker.

Branton East to Meet Broidy, Mirisch Here

HOLLYWOOD, Sept. 15.—Ralph Branton, vice-president of Allied Artists, will leave here at the weekend for New York, where he will confer with president Steve Broidy and vice-president Harold Mirisch following their return from London.

Reelect Brandt To 21st Year as ITOA President

The membership of the Independent Theatre Owners Association reelected Harry Brandt as association president and five other New York City exhibitors as vice-presidents and treasurer at a general meeting held yesterday.

The ITOA reelected Brandt to his 21st year of office. Also reelected were vice-presidents David Weinstock, Max A. Cohen, William Namenson and Julius Sanders with Leon Rosenblatt reelected as treasurer. Elected as secretary was Edith Marshall with John C. Bolte, Jr., elected sergeant-at-arms.

The exhibitor group also elected board members. They are: Richard Brandt, Samuel Einhorn, Norman Elson, Sam Freidman, J. J. Goldman, Jack Hatten, Ben Knobel, Larry Kurtis, Murray LaBoss, Abe Leff, Martin Levine, Martin Lewis, Al Margolies, Walter Neithold, Irving Renner, Ray Rhone and Jack Rochelle.

Approve Korean Relief

The membership, after hearing the latest moves in the New York City per cent admission tax fight by exhibitors by attorney Cecelia H. Goetz, approved a plan for audience collections for Korean Relief under the sponsorship of the American-Korean Relief Agency.

They also recommend that application by membership by the College, Rosedale and Symphony Theatres be forwarded to the ITOA membership committee.

Small Houses Object To Bond for 5% Tax

The smaller theatre circuits and independent operators are expected to go along with whatever plan the major New York City circuits adopt in handling the tax breakage fund pending the determination of the city's appeal which is pending in the Appellate Division court, it was learned yesterday.

The exhibitor attorneys have been mulling Assistant Corporation Counsel Stanley Buchsbaum's proposal of posting a bond for the tax breakage collected during July and August and increasing the bond in each tax quarter until a court ruling on the temporary injunction is handed down.

Most Appear in Favor

The attorneys for some of the small theatremen, and a number of circuit lawyers, are against the posting of a bond or putting the tax breakage fund in escrow, a plan which was proposed in Queens Court by Supreme Court Justice Charles S. Colden. However, it was learned that most of the exhibitor attorneys are for going along with Buchsbaum's proposal.

If the tax breakage fund is not turned over to New York City on Monday, along with the rest of the tax, the local exhibitors are subject to fine and penalty by the city pending the determination of the appeal which Buchsbaum has filed and the cross-appeal which exhibitor attorneys have filed.

Balaban Luncheon At Shor's Today

A luncheon meeting at Toots Shor's Restaurant here at which George Jessel and Phillip H. Klutznick, national president of B'nai B'rith, will speak in order to spark city-wide participation in the $1,000,000 tribute to Barney Balaban, will take place today. The Motion Picture Daily inadvertently reported the luncheon as taking place on Wednesday.

Mayer, Gelber Join In Balaban Tribute

The appointment of Arthur L. Mayer, president of the Independent Distributors of America, and Herman Gelber, president of Local 306, Motion Pictures Operators Union, as chairman of a special motion picture industry committee planning the $1,000,000 testimonial to Barney Balaban, president of Paramount Pictures Corporation, was announced yesterday by Samuel Markle, chairman of the Tribute Committee.

The testimonial, which will take place at the Waldorf-Astoria Hotel on Sept. 26, will honor Balaban by providing $1,000,000 for the economic development of the republic of Israel through sales of State of Israel Development Bonds.

Appeal Libel Verdict Against Extras Guild

HOLLYWOOD, Sept. 15. — H. O'Neil Shanks, executive secretary of the Screen Extras Guild, and publicist Buck Harris have filed a motion in Superior Court to set aside the verdict against them, Sept. 4, in the case brought by Michael Jeffers, screen extra, charging libel.

Eight grounds were cited for setting aside the verdict and a new trial was asked. Grounds included irregularities in jury procedure, abuse of discretion by the court, errors in law, passion and prejudice, among others.

Will Make Film From Gottlieb TV Series

HOLLYWOOD, Sept. 15.—"My One and Only," based on characters in Alex Gottlieb's television series, "Dear Phoebe," and co-starring that series' Peter Lawford and Marcia Henderson, will be produced as a feature picture for theatrical distribution next spring following completion of the first 39 "Phoebe" television shows, Gottlieb announced.

Film Official of India MPIC Dinner Guest

HOLLYWOOD, Sept. 15.—Mohum Bhavibani, India Minister of Motion Pictures and Radio, was the guest speaker tonight at the regular monthly meeting of the Motion Picture Industry Council. The talk touched on financing production in India, quota production, censorship and other matters, and was followed by a question-answer period.

May Add More Theatres to Bout Telecast

The Rocky Marciano-Ezzard Charles heavyweight championship fight at Yankee Stadium, which was postponed last night due to rain, will take place tonight, weather permitting, with Theatre Network Television presenting the bout via closed circuit television to 71 theatres, including eight drive-ins, in 55 cities across the nation.

A spokesman for TNT stated that postponement of the fight may allow the closed circuit organization to present the fight in more than the 71 theatres as additional AT & T long lines and equipment may be available in certain areas.

Skies Cloudy

The weather bureau indicated late last night that the skies over the Yankee Stadium would be partly cloudy with temperatures ranging from the middle sixties to the low seventies. If the bout is rained out again, the International Boxing Club, which is promoting the event, will seek to have the match take place early next week or possibly Saturday.

Theatres across the nation, which will enable an estimated 235,000 fans to view the proceedings at prices ranging from $3.30 to $5.50, are expcted to exhibit motion pictures up to an approximate half-hour before the start of the fight so that persons holding tickets purchased in advance can come into the house and claim their seats. In other situations, theatres will show films right up to the start of the telecast as patrons will be allowed to see the film and the fight for the advanced ticket price.

The TNT spokesman reported that 98 per cent of all U. S. closed circuit installations have been signed to carry the bout with the New York and New England area blacked out by mutual agreement with the bout's promoters.

To Be Aired by CBS

The Columbia Broadcasting System will broadcast the fight to some 300 stations.

United Artists, which had 5,000 bookings for the June 17 title fight, expects to increase the number of bookings for tonight's fight providing they are able to secure a good film of the action.

The IBC expects to gross close to $800,000 from the bout, it was learned. A gate of $500,000 is expected with theatre television contributing $200,000 and radio $35,000.

HOLLYWOOD, Sept. 15. — Due to the time difference between the East and here, local theatres were able to get "fight postponed" notices added to their ads in afternoon papers, thus reducing somewhat general confusion caused by deferment of the Marciano-Charles bout. All theatres were prepared to refund money to ticket holders unwilling or unable to attend tomorrow night. Theatres were nearly sold out and figured capacity business would be had.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor. Published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building. William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street. Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

News Roundup

Buttolph for 'Silver'

David Buttolph, composer, has been engaged by Joseph Kaufman, producer, to create the musical score for "Long John Silver." Buttolph has left by plane for Australia to view rushes of the picture, which was photographed on location there and now is being readied for Christmas release.

■

Baker Wins Dallas 'Derby'

Arthur Baker was winner of the grand prize in the 15th Annual Turtle Derby held recently by the Dallas Variety Club under the general chairmanship of C. A. "Pappy" Dolson.

■

Grosses Fair Despite Storm

Connecticut grosses were not affected too strongly by the recent storm warnings resulting from the visit of Hurricane Edna. Business was reported at near-normal.

■

Re-equip UA Screening Room

The home office screening room of United Artists here is being equipped for anamorphic film projection. Work will start today and is expected to be completed some time next week.

■

Prints Lost in Mexico Fire

Approximately 400 prints and trailers of RKO, Warner Brothers and Republic, as well as Mexican distributors, were destroyed in a Monterrey fire reportedly caused by an electric current short circuit. Loss resulting from destruction of the warehouse is estimated at $80,000.

■

UK Sending Nature Shorts

The amazing secret lives of animals and birds, when they feel safe from prying or hostile human eyes, have been recorded on film and brought to this country from England by Noel Meadow in a series of short subjects that will be distributed on the basis of entertainment value alone, to theatres, television and 16-mm outlets.

■

Outdoor Ads for Disney

Using outdoor advertising for the first time, Walt Disney will cover national markets from coast to coast during September for his first full-length live-action Technicolor film, "20,000 Leagues Under the Sea," based on the Jules Verne classic and starring Kirk Douglas, James Mason, Peter Lorre and Paul Lukas.

■

'Animal Farm' Completed

Louis de Rochemont's Technicolor production of "Animal Farm," based on George Orwell's modern classic, has just been completed by John Halas and Joy Batchelor in London. Distribution policy for the film will be announced Nov. 1.

PHILADELPHIA AREA EXHIBITORS CLAIM BEST SUMMER IN YEARS

Special to THE DAILY

PHILADELPHIA, Sept. 15.—Exhibitors in this area regard this past summer as the best in years from a business standpoint and the general feeling is that the "lost audience has been found." While there have been some complaints over inability at times to book product, because of the apparent shortage, there have been very few "gripes" because of a shortage of attendance.

William Goldman, prominent exhibitor here, claims that a "new fever has gripped the public" insofar as pictures are concerned, giving credit to strong product and the new techniques. The public, he said, is being "reconditioned" to become theatre-goers.

Melvin Fox, independent theatre operator, confirms the reports that the summer months are becoming the best for the business. He attributes the revival of interest in pictures to both good pictures and air-conditioning.

Lester Krieger, an executive of Stanley Co. of America, states that "better pictures seem to be the answer for the improvement in receipts this summer." Krieger claims that this situation points out the truth of the old adage in the trade that "the public will buy a good picture."

Some drive-in operators have been very happy about business that they have enjoyed this past season. The reason for this "phenomenal" business at the drive-in was the hot weather and the almost complete lack of rain.

Early '55 Trial of Terre Haute Action

WASHINGTON, Sept. 15.—The government's anti-trust suit against two companies operating theatres in Terre Haute, Ind., is expected to come to trial early next year, according to the Justice Department.

At a pre-trial conference held earlier this week, parties to the case were told that the trial would probably be set for January or February.

The case was brought some time ago against Alliance Theatre Corp. and the Fourth Avenue Amusement Co., which were operating six first-run theatres in Terre Haute under a pooling agreement. The government's complaint alleged that the pooling agreement violated the Sherman Anti-Trust Law and that the combined operation of the Alliance and Fourth Avenue theatres monopolized the first-run theatres in Terre Haute.

Miami $9,450,000 Trust Trial Starts

MIAMI, Sept. 15.—Trial of E. N. and Lillian Claughton's $9,450,000 anti-trust suit against Paramount, Warner Brothers, 20th Century-Fox, Universal, Columbia and United Artists is under way here before Federal Judge George W. Whitehurst.

The Claughtons, who operate a circuit of theatres in this area, filed the action in December, 1951. They charged that the distributors conspired to keep the circuit from obtaining first-run product.

Originally, RKO Radio and Loew's, as well as the Wometco circuit, were named as defendants. The charge against Loew's was dismissed shortly after the case was filed. RKO and Wometco were dismissed last week.

Four Pitt. Holdovers

PITTSBURGH, Sept. 15.—Paramount's "Rear Window," opening Thursday in the Stanley, represents the only new picture downtown. Elsewhere, it's a record number of holdovers with "Seven Brides for Seven Brothers" at the Penn, "Broken Lance" at the Fulton and "Magnificent Obsession" at the Harris, all going into their fourth weeks, and "This Is Cinerama" entering its 41st week at the Warner.

Dollinger Addresses New England Allied

BOSTON, Sept. 15.—Irving Dollinger of New Jersey, regional vice-president of national Allied, addressed the first fall meeting of Independent Exhibitors, Inc., of New England at a luncheon yesterday at the Hotel Bradford, presided over by Irving Isaacs, president.

More than 40 members heard Dollinger propose liaison officers for more closely knit operations with the national office in the fields of general film and legislative problems. He urged all members of the New England group to watch closely for the possibility of additional theatre taxes in the municipalities in the individual states. The names of the liaison officers will be selected shortly.

At the board of directors meeting which preceded the luncheon there was a discussion of the plans for the IENE annual one-day convention to be held at the Hotel Bradford on Dec. 7.

Salmon Honored

Montague Salmon, managing director of Broadway's Rivoli Theatre, was the guest of honor at a testimonial luncheon at Sardi's yesterday. Luncheon was arranged by the 20th Century-Fox Family Club. Salmon, an honorary member of the club, was presented with a plaque for his work with the club's membership. Jack Miller, club president made the presentation assisted by Leo Israel, vice-president, and Ulric Bell, president ex-officio.

Party for Rock Hudson

Universal will be host at a cocktail party for Rock Hudson at the Savoy Plaza Hotel here next Wednesday following his return from Europe aboard the "Queen Mary." Hudson has been abroad for the past three months, completing his latest film, "Captain Lightfoot," while in Europe.

UA Dual to RKO

A United Artists double-bill—"Down Three Dark Streets," starring Broderick Crawford and Ruth Roman, and "Shield for Murder," starring Edmond O'Brien—opens next Wednesday at the 26 theatres on the RKO circuit in the New York metropolitan area.

People

Steve Nowalski is turning his Heights Theatre, Cleveland, over to the residents of the community for a series of theatre parties to raise funds for the emergency polio fund. The parties will be held next Sunday, Monday and Tuesday.

□

Horace C. Gable, Jr., operator of the Azalea Drive-in in Orangeburg, S. C., was awarded third prize in an essay contest sponsored by the James P. Lincoln Arc Welding Foundation of Cleveland.

□

Adele Harris, daughter of **Ted Harris,** partner in the State Theatre, Hartford, is engaged to **Avram Levinson** of Bristol, Conn.

□

M. B. Horwitz, head of the Washington circuit, Cleveland, who was the first tenant to move into the Film Bldg. 34 years ago, is moving to the Warner Bldg.

□

Weber Howell has returned to his position of office manager of the Paramount exchange in Charlotte. **Gaspar Urban,** who took over in Howell's absence, has returned to Boston.

□

Helen Davey has been appointed manager of Tri-States' State Theatre in Cedar Rapids, Ia., succeeding **Robert Kenney.**

□

Leonard Edelen, upper Midwest manager for United Film Service, has resigned to take over time sales for **Joe Floyd's** Sioux Falls, S. D., television station.

□

Ray Edwards, former office manager of Lippert and Realart exchanges in Atlanta, has taken to the road again as a salesman.

□

Joe Krenitz, Republic salesman in Cleveland, and his wife are recovering from a car accident on the Pennsylvania Turnpike. **Mrs. Krenitz** suffered internal injuries. **Krenitz** suffered from shock.

□

Lou Brown, advertising-publicity director of Loew's Poli-New England Theatres, and **Mrs. Brown** are celebrating their 21st wedding anniversary.

Vivian Blaine Is Cast For 'Guys and Dolls'

HOLLYWOOD, Sept. 15.—Samuel Goldwyn today disclosed that Vivian Blaine, who starred in the Broadway and London productions of "Guys and Dolls," will enact the same role in his film production, now being written by Joseph L. Mankiewicz, who will also direct the picture.

20th CENTURY-FOX'S

CINEMASCOPE

... is ONE year young

TODAY!

CINEMASCOPE IS ONE YEAR YOUNG TODAY • CINEMASCOPE IS ONE YEAR YOUNG TODAY • CINEMASCOPE IS ONE YEAR YOUNG TODAY • CINEMASCOPE ONE YEAR YOUNG TODAY • CINEMASCOPE IS ONE YEAR YOUNG TODAY • CINEMASCOPE IS ONE YEAR YOUNG TOD

WE of Twentieth Century-Fox this month celebrate the first anniversary of CinemaScope.

We do so in a spirit of gratitude for CinemaScope has proven to be an instrument for the restoration of the supremacy of motion pictures as popular entertainment.

We are grateful that the courage and vision of an entire industry helped to make CinemaScope one of the greatest and most invigorating events in motion picture history since the advent of sound.

Just a year ago, anxiety pervaded this industry because of declining theatre attendance due largely to the initial impact of free television in the home. More than 6,000 theatres had closed. People wondered what had happened to a habit established through the decades as one of the ingrained American ways of life—going to the movies.

But here at Twentieth Century-Fox we resolved that the same showmanship that had created a three billion dollar industry out of a back-street nickelodeon could save the day. We were certain that with a fresh form of motion picture entertainment the world would find its way back to the theatre doors.

So, out of a compelling necessity, which is the mother of all invention, CinemaScope came on the scene September 16, 1953 with the realism, impact and story-telling range afforded by CinemaScope's combination of revolutionary lenses, screens and 4-track magnetic Stereophonic Sound.

Something had come to the screen that enabled audiences to feel, breathe and live the spirit of whatever romance, adventure, history or great endeavor was portrayed in glowing CinemaScope.

Today, CinemaScope has earned world-wide acceptance and acclaim. Today attendance at motion picture theatres has shot upward.

A year ago only one CinemaScope motion picture had been produced, and today 97 CinemaScope pictures are in release, in production or preparation in the United States and in foreign countries.

After one year, the total number of theatres equipped for CinemaScope in the United States and Canada is 8,100 and the world-wide total is 11,100 which represents 75% of our income possibilities, this being an achievement far beyond our fondest expectations.

After one year the estimated domestic theatre investment in CinemaScope equipment is $66,875,000; and that in foreign countries, $16,500,000.

This is why we extend our gratitude to the thousands of exhibitors who backed the judgment of Twentieth Century-Fox with their own foresight, matching their courage with their diminishing dollars. They re-equipped their theatres to fit our dreams and the public's desires, making CinemaScope a reality and a by-word.

In the record of CinemaScope's success, which is still being written, we must include our acknowledgment of the cooperation of other producing companies in adopting the new medium and joining in the production of CinemaScope pictures.

We include in this acknowledgment: Loew's, Inc., Walt Disney Productions, Columbia Pictures, Warner Bros., Universal-International, R.K.O. and United Artists, and many independent producers in the United States and abroad.

In the same manner we express our thanks to equipment manufacturers throughout the world who re-tooled and accelerated their production in the tremendous transition period.

We are grateful, above all, to the public for recognizing instantaneously our effort to satisfy its advancing tastes in entertainment.

CinemaScope has revived the movie-going habit of the American public.

This is a fact of enormous importance because the American Motion Picture Industry since its inception has striven not only to inspire and entertain, but to be a world-wide evangel of the American way of life, spreading knowledge everywhere of this country's achievements.

CinemaScope has thus helped to make our industry an important factor in our national life.

And we rejoice in the many congratulatory letters and telegrams we have received from exhibitors throughout the world on this, the first birthday of CinemaScope, which has made history and triggered a veritable explosion of vigorous new ideas in motion picture making.

We of Twentieth Century-Fox pledge to you, the public and the exhibitors and producers of all the world, all our energies and resources in developing each year new technical advancements and even finer CinemaScope productions and techniques in order to create greater satisfaction on the part of greater audiences.

In gratitude for your cooperation, encouragement and support, we dedicate ourselves to the one unceasing endeavor of serving the theatres of the world with such matchless motion picture entertainment for the public that no present or future competition will challenge its popular supremacy.

Rogers Salute

(Continued from page 1)

amplified in the exchange area offices of the branch managers who are serving as distributor chairmen on the 1954 Christmas Salute Drive.

All Branches of Entertainment

The distributor chairman will invite to the meeting the local exhibitor chairmen, the branch managers, radio and TV executives, Variety Club chief barkers and the equipment and accessory dealers who make up the exchange area committees. Preliminary plans call for the participation of Montague; Charles J. Feldman of Universal, national distributor chairman for the Salute, and Moe Silver of Stanley Warner, who is national exhibitor chairman.

To meet the increasing demands on the hospital for tuberculosis healing within the Amusement Industry, and to further its active research work, in which it is seeking an anti-tuberculosis vaccine, the goal of this year's Salute has been set at 200,000 signatures on the scrolls, and $250,000. The campaign will open on Oct. 1 and will run through Jan. 15.

Distributor Chairmen Selected

Exchange area distributor chairmen for the 1954 Will Rogers Hospital Salute are:

Albany, Norman Jackter, Columbia; Atlanta, C. T. Jordan, Jr., Warner Brothers; Boston, E. Myer Feltman, Universal; Buffalo, Nat Marcus, Warner Brothers; Charlotte, R. D. Williamson, Columbia; Chicago, J. H. Stevens, Paramount; Cincinnati, F. Schreiber, Universal; Cleveland, I. J. Schmertz, 20th Century-Fox; Dallas, W. C. Hames, United Artists; Denver, Mayer H. Monsky, Universal; Des Moines, Byron Shapiro, Columbia; Detroit, Mike Simon, Paramount; Indianapolis, Bernard Brager, Republic; Jacksonville, Fred G. Hull, Loew's; Kansas City, J. W. Lewis, RKO Radio; Los Angeles, M. Sudmin, 20th Century-Fox; Memphis, R. V. Reagin, RKO Radio; Milwaukee, Harry Olshan, Columbia; Minneapolis, S. Malisow, 20th Century-Fox; New Haven, Sidney Cooper, United Artists; New Orleans, C. R. Ost, Universal; New York, Abe Dickstein, 20th Century-Fox; Oklahoma City, C. H. Weaver, Paramount; Omaha, Vincent F. Flynn, Loew's; Philadelphia, Charles Beilan, Warner Brothers; Pittsburgh, Ralph Pielow, Loew's; Portland, R. H. Lange, RKO Radio; St. Louis, Thomas E. Bailey, Loew's; Salt Lake City, F. H. Smith, Paramount; San Francisco, George Mitchell, Republic; Seattle, Vete Stewart, Warner Brothers, and Washington, J. B. Brecheen, RKO Radio.

Hollywood Pantages Prepares for 'Star'

HOLLYWOOD, Sept. 15. — The RKO Pantages Theatre here is undergoing a complete face-lifting job in preparation for the world premiere of Warner Brothers' "A Star Is Born," which will take place on Sept. 29.

The theatre will not shut down; but between daily closings and openings workmen are installing a new CinemaScope screen, a stereophonic sound system with 21 speakers, a complete new set of carpets, new covers for all seats, and down lights in the foyer.

Rank Will Buy U.S. Theatres

(Continued from page 1)

interest to Britain and America that the latter play fair with British pictures. He doesn't blame distributing companies for the existing situation as he sees it, nor does he suggest that there is behind it any sinister, organized boycott of British films, but he does say that the deadlock must end.

J. Arthur Rank

Rank referred to the current visit to America of Britain's Chancellor of the Exchequer to promote a better financial understanding. He complained that American exhibitors were featherbedded until the advent of television and now need to learn the lesson that British pictures also can be made to pay.

Rank and Davis resumed their vehement attack on the experience of British films in the American Market as the complete financial accounts of the Rank Organization were issued today. The complaints against the American market for British films have been made by the two periodically over a long period of time.

They asserted that while 50 per cent of the earnings of British productions are derived from overseas nevertheless this is less than one percent of the playing time in American theatres, contrasted with the 70 per cent of British playing time devoted to American films.

Citing examples, Davis said "The Queen Is Crowned" earned less than $600,000 in America, although every American man, woman and child was entranced with even the least detail of television pictures of the Queen and coronation.

'Genevieve' Profitable

Britain's biggest money-making film, he continued, was "Genevieve," which accounted for spectacular grosses in Canada also and was accorded high praise by non-trade newspapers. It earned less than $500,000 in the States, he said.

On the Rank Organization's break with 20th Century-Fox, Davis claims that the American company is the only loser. Spyros Skouras, 20th-Fox president, and Otto Koegel, counsel for the company, are here from New York but are understood to be discussing planned amendments to the Gaumont-British charter which would permit it to make loans and give guaranties, among other things. 20th-Fox has a large investment in G-B through a parent holding company. The stockholders' meeting to vote on the proposed changes in G-B's charter is scheduled for Oct. 8.

Wary Regarding 'Stereo'

Davis contended that all tests have shown that the public is not interested in stereophonic sound and that Skouras entirely misjudged the public sense thereon. He said Rank is investing £1,500,000 re-equipping for the new techniques but that the Organization still is feeling its way in that field.

The Organization can now cope with any known system, it was stated, but Rank will not commit himself to any one exclusively. Two VistaVision productions are now planned by the company with some others likely to follow.

Name Glaser Mgr. Of Disney Music

Appointment of Abe Glaser as general professional manager of the Walt Disney Music Co. has been announced by Jimmy Johnson, executive vice-president of the organization. Glaser has been with the Disney firm for the past four years.

Glaser's appointment is in line with the stepping up of the Disney Music Co.'s activities as a result of the full schedule of Disney feature releases coming up. Four features will be in release in the next seven months, each of which has a music potential. "The Vanishing Prairie," "The Littlest Outlaw," "20,000 Leagues Under the Sea," and "Lady and the Tramp" are on the schedule.

Columbia to Release Three in October

"On the Waterfront" will be placed in general release by Columbia Pictures in October.

Another October release by Columbia will be "Three Hours to Kill," an outdoor melodrama in color by Technicolor. Dana Andrews and Donna Reed are starred in the film, which also stars Columbia newcomer Dianne Foster. Alfred Werker directed for producer Harry Joe Brown.

In addition, Columbia will release a reprint of "Miss Grant Takes Richmond," one of its hits of recent years.

Hurok Arrives

Impresario Sol Hurok, co-distributor with I.F.E. Releasing Corp. of the Ferraniacolor opera film, "Aida," will arrive here today from Europe aboard the liner "Ile de France." He is carrying the Americanized version of the film.

'Khyber' Here Saturday

United Artists' "Khyber Patrol" will begin its first New York engagement at the Globe Theatre on Saturday.

Injunction

(Continued from page 1)

sel, shortly before the close of court yesterday afternoon. Listed as defendants are North Central Allied and its officers and directors. Included in the list of 30 individuals are Benjamin N. Berger, president; Stanley L. Kane, executive counsel; E. L. Peaslee, vice-president; Al Lee, secretary; and Sim Heller, treasurer. All, with the exception of Kane, are independent exhibitors.

Meanwhile, the two pickets placed before Columbia's film row offices as a protest against the "Caine Mutiny" rental terms continued to plod their soggy way through the third day of a steady drizzle.

Starr Fights Forced Sale of Theatre

NASHVILLE, Tenn., Sept. 15.—Alfred Starr, former TOA president, back from a lengthy European tour, has reiterated his determination not to permit, even by condemnation, the taking of his Bijou Theater property as part of the site of the Nashville Housing Authority's Capitol Hill redevelopment project.

Holding that such a condemnation is unconstitutional, Starr stated: "The attempt to condemn private property not for public use but for resale to private individuals at a profit in which I will not participate exceeds the extent of the Federal law." Starr owns the Bijou in partnership with his brothers, Milton, of Washington, and Michael, of Louisville.

Lowell Thomas Cited

At its annual dinner here last night, the Society of Illustrators presented to Lowell Thomas its special medal in recognition of his "outstanding contribution to the visual arts." Thomas is the co-producer and co-sponsor of "This Is Cinerama," and has just begun production of a new picture in the multi-dimensional process, to be called "The Seven Wonders of the World."

Customs Privileges To 'Beaver Valley'

WASHINGTON, Sept. 15.—Walt Disney's "Beaver Valley" is the 5000th U.S. film to be certified by the government as an educational film entitled to special customs privileges in foreign countries, the U.S. Information Agency reported.

In order to facilitate foreign distribution of U.S. educational films, film strips, kinescopes and other audio-visual materials, the U.S.I.A. issues certificates which entitle the film material to duty-free entry into a number of countries and to other customs privileges. Twenty-four governments now recognize these U.S.I.A. certificates.

Hartford Reopening

HARTFORD, Sept. 15. — The Hartford Theatre Circuit will resume operations at its first-run foreign film outlet, the 850-seat Art, the latter part of the month, according to C. J. Lawler, general manager. The theatre is being remodeled.

Katz Leases House

A corporation headed by David Katz, formerly managing director of the Roxy Theatre here, has leased the 800-seat Island Theatre, Hollis, L. I., from the Interboro circuit. The deal was set by Berk & Krumgold, theatre brokers.

Thousands Watch Marilyn Monroe

Thousands of spectators watched Marilyn Monroe go through her acting paces here yesterday at the Trans-Lux 52nd Street, a site used in the filming of "The Seven Year Itch." Every vantage point, including roofs and fire escapes across the street, was crowded with press people and spectators.

National Pre-Selling

JUDY GARLAND is the cover girl on "Life's" current issue under the caption "Judy Garland takes off after an Oscar."

The caption was inspired by the review of Warners' "A Star Is Born," Judy's new starring vehicle, which appears in the issue. "A Star Is Born," reports the reviewer, "the year's most worrisome movie, has turned out to be one of the best. In it, onetime teenage star Judy Garland, now 32 and out of the movies for four years, not only makes a film comeback almost without precedent but puts herself right in line for an Oscar."

Four full pages are devoted to the picture.

●

Ann Higginbotham, editor of "Photoplay," wrote a very informative editorial for the October issue under the title "Hollywood's Golden Age." More than four million readers of "Photoplay" are told of the numerous fine pictures now in release and those being readied for release. In naming the films, Miss Higginbotham placed them in six classifications, Musicals, Comedies, Romances, Thrillers, Dramas and Adventure pictures.

She closed her editorial by quoting an average man who said "that there is nothing like a good movie to provide a completely satisfying evening of entertainment."

●

"Look's" feature review in the current issue is on "Rear Window"—a two-page spread with the lead page carrying full-color pictures of James Stewart and Grace Kelly in action scenes taken on the production set of the picture.

●

"Woman's Home Companion" has a full-color ad in the September issue, sponsored by Lustre-Creme Shampoo, that features Elizabeth Taylor and plugs her next starring picture, "The Last Time I Saw Paris."

●

Ed Miller of "Seventeen" selected "Valley of the Kings," "The Vanishing Prairie," and "Hobson's Choice" for reviews in the September issue. Each review is illustrated by a photo taken on the production set during shooting of the film.

●

The "Parents' Magazine" Special Merit Award for September has been awarded to MGM's "Brigadoon." The presentation of the medal will be made to Howard Dietz by Phil Willcox of "Parents'."

●

"Collier's" color camera made some beautiful photos in Rome on the sets of Warner's "Helen of Troy" for the current issue. They are displayed on a two-page center spread. The entire sequence of the Greek warriors inside the wooden horse was photographed at night by both Warners and "Collier's."

●

"Sabrina" has been selected by "Coronet" as the best picture of the month for September.

WALTER HAAS

Screen Publicists To Select 'Queen'

Finalists for the title of "Movie Page Queen," who will reign at the Screen Publicists Guild (New York) annual get-together on Oct. 15, will be selected on Monday at the Hotel Pierre by six SPG judges.

The publicist judges are Harry Hockfeld and Ira Tulipan of 20th Century - Fox, George Nelson of United Artists, Al Mendelsohn of Universal, Joe Hyams of Columbia, and Hal Segal of Warner Brothers.

TV Set Sales Hit Record in July

WASHINGTON, Sept. 15.—Retail sales of television receivers in July increased from the number sold in June and were at the highest July level on record, the Radio-Electronics-Television Manufacturers Association has reported. July sales of radios, excluding automobile sets, were at the highest point for that month since 1951.

For the first seven months of this year, the association reported that retail television set sales established a new record for the period.

During July, RETMA reported that 368,634 television sets were sold through retail outlets. This compares with 351,885 sets sold in June and 340,406 sold in July 1953.

Retail sales of radios were reported as 411,197 units in July compared with 537,494 sets sold in June and 366,666 radios sold through retail stores in July a year earlier.

Cumulative sales of television sets in the first seven months were reported by RETMA as 3,174,394 units compared with 3,116,306 TV receivers sold at retail in the same 1953 period.

The retail sales of radios, excluding auto sets, totaled 2,822,090 units in the first seven months of this year. In the same 1953 period, the association had reported 3,383,862 radios sold.

All Except Reds Like Cinerama in Syria

WASHINGTON, Sept. 15.—A highly successful showing of Cinerama in Damascus, Syria, is reported by the United States Information Agency, which stated that the popularity of the film with the people as a whole has prompted the local Communists to hurl the charge of "unfair competition" against the Americans. Rumors have been heard that operators of a large—but not so well attended—Soviet exhibit would attempt to halt the showing of Cinerama by sabotage.

The American and Soviet demonstrations are features of the Damascus International Trade Fair.

Krushen in Midwest

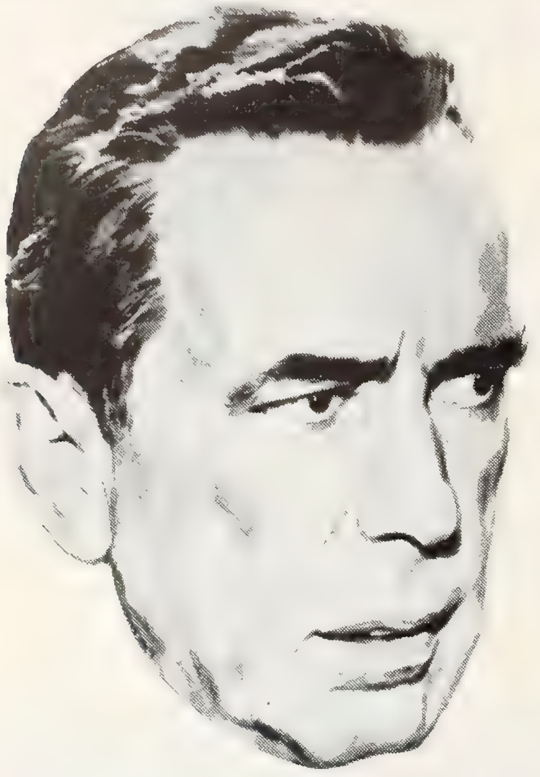
Mori Krushen, United Artists exploitation manager, has been in Chicago and Milwaukee this week to set campaigns for the forthcoming openings there of "Sitting Bull," first UA release in CinemaScope, and "Suddenly." He will return to UA's home office today.

Wonderful!!!*
is the
word for
Sabrina
. . . with four Academy Award winners!
Turn the page
and you'll see why
*Wonderful
is the word for the business
it will do for you . . .

Wonderful!!! is the word for *Sabrina*

Wonderful!!! is the word for *Sabrina*

Wonderful!!! is the word for *Sabrina*



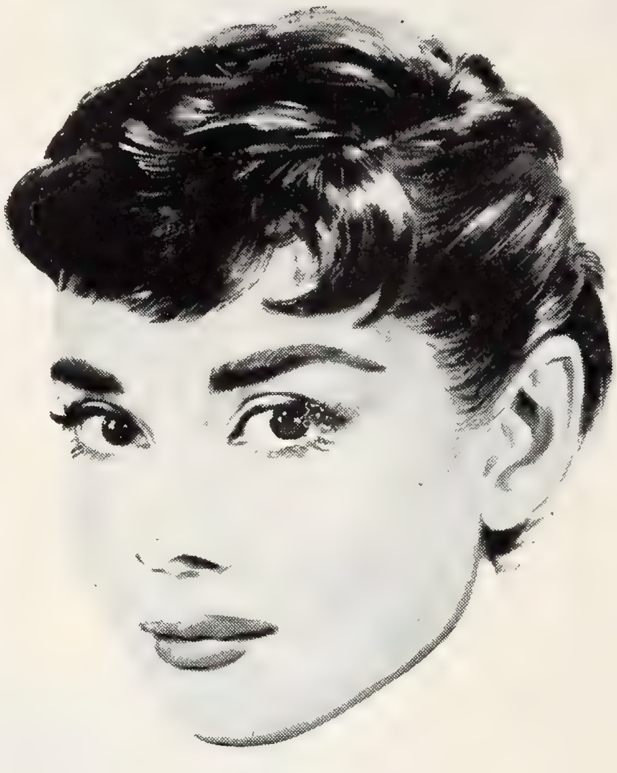
Because

HUMPHREY

BOGART

tops

his Academy Award Winning success in "African Queen" in the role of the "Big Wheel."



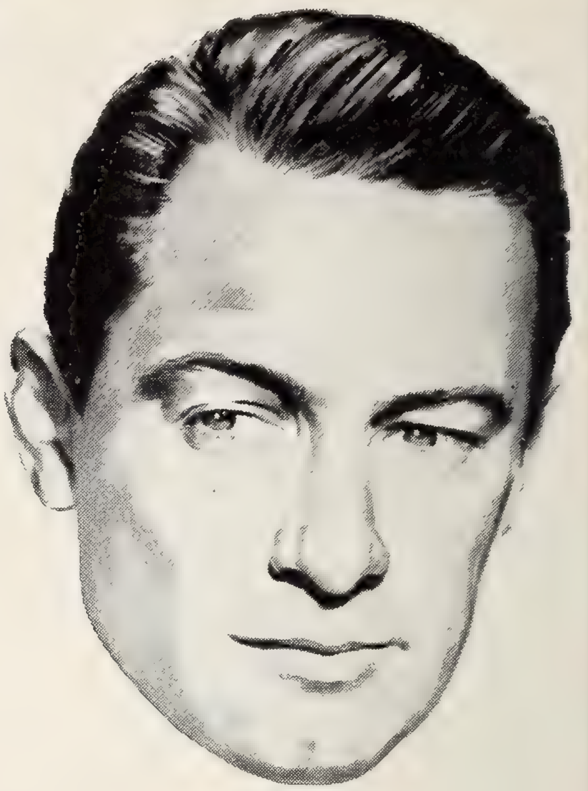
Because

AUDREY

HEPBURN

surpasses

her "Best Actress of the Year" triumph in "Roman Holiday" in the role of "Sabrina."



Because

WILLIAM

HOLDEN

outdoes

his "Best Actor of the Year" performance in "Stalag 17" as the "Playboy."

in

Sabrina

. . . the chauffeur's daughter who learned her stuff in Paris!

Produced and Directed by
Academy Award winner
BILLY WILDER

with

WALTER HAMPDEN · JOHN WILLIAMS · MARTHA HYER · JOAN VOHS

Written for the Screen by BILLY WILDER, SAMUEL TAYLOR and ERNEST LEHMAN

From the play by SAMUEL TAYLOR · A PARAMOUNT PICTURE

EAST-WEST
PREMIERE
New York — Criterion, Sept. 21.
Los Angeles — Paramount, Sept. 22.

MAKE YOUR DATE WITH
"SABRINA" TODAY.
CALL PARAMOUNT!

LARGE SCALE
NATIONAL AD CAMPAIGN
headed by Life — issue of Sept. 24
and Look — issue of Oct. 5.

Statistics

(Continued from page 1)

ceipts from major sources, number of admissions and seating capacities follows, in part:

Receipts Down 25.7%

Estimated total reecipts from customers of regular motion picture theatres in 1953 amounted to $1,200,000,000, a decrease of 25.7 per cent from 1948 total receipts. When comparisons are made in receipts from admissions the decline shown amounts to 28.1 per cent, a reduction of more than a third of a billion dollars.

Lower receipts from admissions were offset somewhat by an increase of 16 per cent (approximately $14,000,000 in direct receipts from customers from such sources as the sale of candy, popcorn, etc.; however, it should be kept in mind that these figures do not include sales of similar items by independent concessionaries operating in theatres owned by others, nor theatre revenues from such concessionaries, or receipts from rental of stores, offices, or apartments.

Large circuits during 1953 operated 25 per cent of regular theatres; their receipts amounted to $600,000,000, or 52 per cent of the total receipts of all such theatres; data for large circuits for 1948 are not available.

Greatest Change in Northeast

A comparison of trends in number of motion picture establishments and revenue between 1948 and 1953 reveals significant differences by region, especially with respect to volume of receipts. The Northeast region shows the greatest change from 1948, with the number of theatres down by 15.9 per cent and a decline in total receipts from customers of 40.1 per cent. In addition, the number of admissions in the Northeast region declined by 48.4 per cent, approximately one-half billion fewer admissions during 1953 than in 1948. The North Central region shows decreases almost as great in the establishment and the admissions counts and in receipts. A downward trend is also reflected in the South and West regions; however, the decreases are considerably smaller. In terms of the distribution of total receipts by region, the per cent of the market accounted for by the Northeast and North Central regions declined from 60.9 to 52.5 between 1948 and 1953. During the same period, the per cent of the market accounted for by the South and West regions increased from 39.1 to 47.5 per cent.

Average charge for admission to regular motion pictures in the United States in 1953 was 41 cents. This average includes children and adults, matinee and evening, weekday and Sunday admissions. This was 13.6 per cent higher than the average admission charge in 1948. Regionally the increase in price ranged from 10.5 per cent in the West region to 19.4 per cent in the South region. For large circuits, the average admission charge in 1953 was 46 cents; no comparable data are available for 1948.

A comparison of total receipts per customer indicates receipts from sources other than admissions increased at a greater rate than did admissions receipts. Total receipts per customer were 17.3 per cent higher in 1953 than in 1948. The difference by region is quite marked, with the South registering the greatest increase, 23.2 per cent. Total receipts per customer was highest in the West, where such receipts amounted to 64.9 cents; the average for large circuits, operating throughout the United States, was 61.6 cents.

Average seating capacity in 1953 was within one per cent of the average reported in 1948; however, a comparison by regions indicates that theatres in the South increased their average size by 9.7 per cent while average size of the theatres in other regions declined. Average seating capacity ranged from 602 in the South to 868 in the Northeast. Seating capacity of theatres operated by large circuits was greater than normal. The average here was 996.

Reviews

"The Human Jungle"

(Allied Artists) *Hollywood, Sept. 15*

BOX-OFFICES will respond happily with bookings of this outstanding, action-packed, realistic account of a police capatin's campaign to clean up his precinct. Told in near-documentary fashion, the Hayes Goetz production offers appreciable authenticity by moving in on actual and exciting backgrounds. A handpicked cast headed by Gary Merrill, who handles his hard-fighting police role with strength and sincerity, and Jan Sterling, who turns in a noteworthy job as a blonde strip dancer, will give the fans plenty to talk about. Chuck Connors, a former baseball player, who switched to a grease paint career, responds beautifully to Joseph M. Newman's direction. His performance, characterizing a cocky hoodlum, should set him up for filmdom's major league.

Newman's direction and the smart editing of Samuel Fields, gives the film a pace that will leave you breathless at the finish. The action is well bridged with moments allowing the development of characters that gives the film its appropriate title. Have a credit sheet handy for the patrons who will want to know the names of Pat Waltz, George Wallace, James Westerfield and Florenz Ames, who back up Paula Raymond and Regis Toomey in the featured spots.

Punctuated with a stirring musical score by Hans Salter, the William Sackheim—Daniel Fuchs screenplay drafts Merrill into the job of cleaning up a section of the city infested with juvenile delinquents, petty larcenists and blackened with the recent murder of a strip tease dancer. Merrill, recognizing the laxity of the precinct's previous management, takes over to fight a cops' war on crime. He paraphrases a cops' war to be the same as a soldiers' war, except that "people hate cops." He finds himself the target of an attack by newspapers and the racket leader's attorney for rough demands on his department as well as the unfortunate killing of an innocent bystander by one of his rookies. Almost broken, he makes one last effort to crack the unsolved murder case. In a thrilling chase through a brewery at night, we find Merrill tracking Connors, who in turn has been trying to do away with Sterling for supposedly putting the finger on him as the killer. Connors is captured and confesses, naming the power behind the petty mobsters.

Ellis Carter's camera work was sharp, with proper key lighting to sustain the interest and mood.

The film offers much exploitation opportunity with police and newspaper cooperation.

Running time, 82 minutes. General classification. Release, in September.

SAM BERNS

"Roogie's Bump"

(Republic)

WHETHER your patrons are baseball-minded or not, they should enjoy this Republic film, "Roogie's Bump," which deals with a nine-year-old miracle kid from Brooklyn who is kidded by his friends, but achieves his ambition to be a major league baseball player. Aided by film clips of games between the Brooklyn Dodgers and the New York Giants and New York Yankees, producer John Bash insures his production's value at the box-office by using Dodger stars Roy Campanella, Billy Loes, Russ Meyer and Carl Erskine in speaking roles.

This picture is one of general appeal, but its greatest attraction will be for followers of baseball, especially Dodger fans. In building up the story, the camera records much of the locale in Brooklyn and provides a touch of sentiment and a dash of romance which should interest everyone.

Newcomer Robert Marriot turns in a deft performance as the boy who bowls Campanella over with his blazing, bullet-like overhand fast ball which he acquires through a "miracle." Laughed at by his neighborhood friends, Marriot seeks consolation from his grandmother who tells him about a former ball player, who is in baseball's Hall of Fame.

Marriot, following a fight with another boy, meets the baseball immortal and afterwards achieves a fabulous throwing arm. He tests his pitching strength by throwing the ball through a brick wall, knocks off a chimney top across the East River and bowls over Campanella with a pitch. He is given a contract by the Dodgers and receives much hero acclaim by a radio, television and newspaper buildup. In a big league game which comes along to decide the pennant race, Marriot loses his prowess as a pitcher and returns to being a normal nine-year-old boy.

Others in the cast are Ruth Warrick, Olive Blakeney, Robert Simon and William Harrigan. The film is produced by John Bash and directed by Harold Young from a screenplay which was written by Jack Hanley and Dan Totheroh. Original story was by Frank Warren and Joyce Selznick.

Running time, 71 minutes. General audience classification. Release not set.

LESTER DINOFF

Eisenhower

(Continued from page 1)

this year many motion picture theatres will give their patrons an opportunity to contribute funds for the relief and rehabilitation of the Korean people through the American-Korean Foundation. Voluntary contributions by our people to this cause transcend by far in importance any relief afforded through governmental sources. The person-to-person demonstration of sympathy and faith through this private activity is a great help in welding a warm link of friendship between the American and Korean peoples.

"I hope you will express to your colleagues in the theatre industry my very best wishes to them in their fine endeavor."

Robert W. Coyne, special COMPO counsel, coordinator of the industry effort, announced that a pressbook for the American Korean Foundation Collection has been completed and will be ready for distribution among theatres throughout the country through National Screen Service.

Johnston

(Continued from page 1)

ident Spyros P. Skouras prepared to celebrate the occasion with Professor Henri Chretian, the French inventor of the process. At today's planned reception and party, Skouras and Albert Cornfield, managing director for 20th-Fox in Europe, will greet exhibitors, the press, distribution and producing executives and other well-wishers.

Johnston, in his message commemorating the opening of "The Robe" at the Roxy here last year, commented on the "new interest" and "enthusiasm" for motion picture theatres and films engendered by the launching of CinemaScope.

Many Wires Received

Other congratulatory wires were received from Myron N. Blank, president of Central States Theatres Corp., Des Moines; Anderson Zetland, Cinema Richmond, Yorkshire, England; Vasco Valerio, an Italian exhibitor, and other industry officials throughout the world.

Meanwhile in New York, the occasion was marked by Marilyn Monroe cutting a CinemaScope birthday cake on the set of 20th-Fox's "The Seven Year Itch" in New York.

Union Birthday

TORONTO, Sept. 15. — Claiming to be the oldest projectionists' union in Canada, Hamilton, Ont., Local #303 has started its 51st year of operations. Present officers include president Harry Thornberry and business manager H. W. Usher. A prominent member is Hugh J. Sedgwick, international vice-president for Canada of the IATSE, who is also a director of the Canadian Picture Pioneers.

Speed
Quality
Results
You Get All 3
WHEN GOOD-OLE-DEPENDABLE
FILMACK
MAKES YOUR
SPECIAL TRAILERS
1327 So. Wabash Chicago Ill
630 Ninth Ave New York

RETMA in 3-Day Meeting in N. Y. At the Roosevelt

WASHINGTON, Sept. 15—Opening a busy fall season, members of the Radio-Electronics-Television Manufacturers Association will hold their first fall industry conference Sept. 21-23 at the Roosevelt Hotel, New York City, following a conclave of tube manufacturers and engineers in Atlantic City this week.

The New York meetings will include sessions of the RETMA board of directors, with chairman Max F. Balcom presiding, and of the radio-television industry committee and the electronics industry committee, both committees of the board.

Fiscal Setup May Change

Proposals for establishing new classifications of RETMA members in recognition of recent expansions of the electronics industry and for revising the association's financial structure will be reviewed by appropriate committees and the board of directors.

Only three of the five divisions will hold meetings in New York. These meetings will be of the set division executive committee, under chairman Robert S. Alexander; the parts division executive committee and section chairman, under chairman Herbert W. Clough; and the amplifier and sound equipment division executive committee and section chairmen, under chairman A. K. Ward.

The fall quarterly tube division membership meeting will be held tomorrow under chairman John Q. Adams, at the Chalfonte-Haddon Hall Hotel, Atlantic City, in connection with the annual conference of the joint electron tube engineering council.

Divisional Meet on Coast

The technical products division executive committee and section chairmen, under chairman James D. McLean, will meet on Oct. 14-15 at the Miramar Hotel, Santa Monica, Calif. The transmitter tube section and other technical products groups and the government relations department also will meet concurrently at Santa Monica.

Monaco Due Here For MPEA Talks

Eitel Monaco, president of Italian Films Export, is due to arrive here on Sept. 24 from Italy for talks with officials of Motion Picture Export Association and other industry representatives.

Monaco, it was stated, will be accompanied by Franco Penotti, a member of IFE's board of directors and head of the distributor section of ANICA, the Italian producer-distributor organization.

Talks with MPEA officials reportedly will be on the question of M-G-M joining ANICA, the only American major film company not represented in the organization. M-G-M reportedly declined representation on ANICA in order to maintain a free hand in the Italian market and Metro's contention, a contention shared with other American companies, that American film companies are not adequately represented on ANICA's board of directors.

While here, Monaco and Penotti also are expected to review the operations of IFE.

Review

"Hello Elephant"

(Arlan)

IN "Hello Elephant," Vittorio De Sica, who is one of Italy's most versatile directors and actors, stays strictly to performing, proving that he is a talented actor. In fact, he makes the picture appear better than it really is. Actually, it is a bit of Italian whimsy that, in effect, is split into two distinct parts.

The first portion of the film tells of De Sica, a school teacher, and how he struggles to keep his wife and four children in rent money and clothes. He's always dreaming of the day when Parliament will increase the salaries of school teachers and thus make life more endurable for them. And the scenes which comprise this homey charm are tender and enjoyable.

Then the picture veers off into a fable-like tale of an Indian prince visiting Italy who is aided by De Sica. In return for this, he is given an elephant which promptly upsets the landlord, the tenants and the neighborhood. He is obliged to take the elephant away only to discover that it has come back "home." They momentarily solve their financial and animal problem of selling their baby pachyderm to the zoo. Then they go right on dreaming of a salary increase.

There are several delightfully incongruous scenes wherein De Sica leads the elephant quietly down the stairs of his apartment house and through the streets of Rome. But generally the picture's greatest asset is the star himself.

Sabu, speaking English throughout, appears as the Indian prince and Maria Mercader is De Sica's long-suffering wife. The picture is a Rizzoli-De Sica production, written by Susi Cecchi D'Amico and Cesare Zavattini and directed by Gianni Franciolino. Arlan Pictures, Inc., is the U.S. distributor. A good set of English subtitles accompanies the Italian dialogue.

Running time, 78 minutes. General classification. For September release.

Two Atlanta Houses To Chattanooga Co.

CHATTANOOGA, Tenn., Sept. 15.—Control of one of the leading theaters in the South, the Rialto in Atlanta, has been acquired by a group of Chattanooga theater executives, according to an announcement by Moses Lebovitz, president of Independent Theaters, Inc. Lebovitz also revealed that management control of the Central Theater in downtown Atlanta has been acquired pending completion of negotiations for the purchase of that theater.

No changes in policy or personnel for the two Atlanta houses is planned. Lebovitz said that Bob Moscow, who has been manager of the two Atlanta theaters since August, 1950, would be treasurer and general manager of a newly organized corporation, Independent Theaters of Georgia, Inc., which will operate the two houses.

Officers of the firm are Lebovitz, president; Abe Solomon, chairman of the board; Jay Solomon, vice-president; Robert Lebovitz, secretary; and Charles Mion, member of the board of directors. Lebovitz, in addition to being president of Independent in Chattanooga, is vice-president of WDEF Broadcasting Company (WDEF-AM-TV) in Chattanooga. Abe Solomon, a pioneer in motion picture exhibition in the South, is also chairman of the board of Independent Theaters in Chattanooga. Jay Solomon is secretary and general manager of Independent in Chattanooga and Robert Lebovitz is treasurer.

Set Initial Dates For 'Adventure'

Initial dates of Robert C. Ruark's "Africa Adventure" were announced yesterday by Walter Branson, RKO's world wide general sales manager.

During the last week of September the RKO-Pathe production will open at the Normandie Theatre, N. Y., and the Hyde Park, Cincinnati. At the beginning of October, "Africa Adventure" will debut at the Duke City Drive-In, Albuquerque, and the Little Theatre, Washington.

Glowmeter Screens To Be Reorganized

BUFFALO, Sept. 16.—Glowmeter of North Tonawanda, N.Y., on the outskirts of Buffalo, manufacturers of motion picture screens, which had to close down its operations because it lacked working capital, has filed a reorganization in Federal Court here.

A company spokesman calls the plan a "proposal for arrangement" with creditors under Chapter Two of the Bankruptcy Act.

Judge John Knight has set a meeting of creditors for Sept. 30 in Federal Court. The company has listed debts of $973,558, assets of $408,329 and cash on hand $19,109.

Harold Tracy, Norwich N.Y. business man, has taken over the management of the company from president Agis Mihalakis, founder of the five-year-old company. Tracy is the principal in the group which is putting new capital into the business. He has been elected executive vice president of Glowmeter and will be its general manager.

New capital will be put into the business gradually, a Glowmeter spokesman said. About $25,000 will be available immediately.

Managers Shifted By Fabian Upstate

ALBANY, Sept. 15.—Richard C. Murphy, former manager of the Plaza in Schenectady, has been appointed managing director of Proctor's in Troy, also a Fabian theatre. He succeeds Larry Cowen, who is taking leave for an indefinite period because of sickness.

Cowen managed Proctor's since his discharge from the Navy as lieutenant commander in 1946. Murphy had charge of the Plaza for the same length of time, following discharge from Army service in the Pacific area. Before the war, he managed Proctor's in Schenectady.

Louis Rapp has been transferred from the Erie, Schenetady, to the Plaza as manager. His brother, Phil, is now managing both the Erie and the State in that city.

Celebrities to Attend 'Sabrina' Premiere Here on Tuesday

Celebrities of show business, publishing, society and of the business world have accepted invitations to the black tie premiere of "Sabrina," Paramount comedy, which will open at the Criterion Theatre next Tuesday evening. The premiere will be held in honor of Academy Award-winner William Holden, who is co-starred in the Billy Wilder production with Humphrey Bogart and Audrey Hepburn.

Holden will attend the opening. Among the personalities who have accepted to date are:

Joey Adams; Main Bocher; James L. Caddigan, DuMont Television; Ceil Chapman; John Cleary, NBC; Ted Cott, NBC; William Dozier, CBS; Jessica Dragonette; Arlene Francis, NBC Home Show; Hy Gardner, Herald Tribune; Robert M. Gillham; Margalo Gillmore; Lester Gottlieb, CBS; Ted Husing; Jackie Leonard; Robert D. Levitt; Marlo Lewis, CBS; Leonard Lyons, New York Post columnist; Charles B. McCabe, Daily Mirror; Tex and Jinx McCrary; Maggi McNellis, and R. D. Mockler of the William Esty Company.

Rackmil to Attend

Also, Geraldine Page; I. S. V. Patcévitch, Conde-Nast; Cole Porter; Milton R. Rackmil, president of Universal; Mrs. Ogden Reid, Herald Tribune; Fred Robbins; Billy Rose; Henry B. Sell, Town & Country Magazine; Toots Shor; Louis Sobol, Journal-American; Ed Sullivan, columnist and TV personality; William S. Todman of Goodson & Todman Productions; Danton Walker, Daily News; James Wechsler, editor of the New York Post, and Edward A. Wolpin of Famous Music.

Canada Music Fight Goes to Government

TORONTO, Sept. 15.—The prolonged jurisdictional dispute between the International Musicians and the American Guild of Vaudeville Artists reached the government level this week when the Casino Theatre here took first steps for an order by the Ontario Labor Relations Board in connection with the walkout of the orchestra members last week. Manager Murray Little of the Casino claimed the musicians had launched an illegal strike.

The Toronto Musicians Union continued to play for AGVA and other performers during the life of its contract signed a year ago but the orchestra failed to report for work following expiration of the agreement.

The Casino had been the last of the combination theatres here and Little continued with an all-film policy Sept. 10 featuring "Companions of the Night."

Para. Editing Dept. Cutting 8 Films

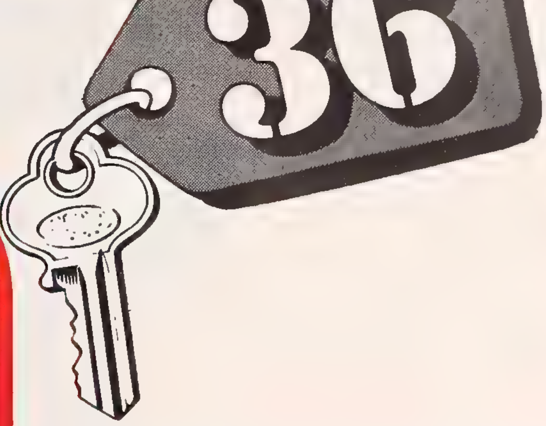
HOLLYWOOD, Sept. 15.—Paramount Pictures film editing department is currently operating at capacity with eight major productions in the cutting rooms, the studio said yesterday. Six of the eight are VistaVision pictures in Technicolor, one is in color by Technicolor alone, and one is in black and white.

"36"

36 KEY MAJOR CIRCUITS

HAVE ALREADY BOUGHT

"PRIVATE HELL 36"



OADED WITH FAST
CTION AND SUSPENSE!"
—N. Y. Daily News

FF-BEAT
ORY WITH
NAMIC
PACT!"
m Daily

ISP...
AMATIC!"
N. Y. Daily
Mirror

LL' OFF TO HOT
WAY START!"
—Daily Variety

UNITED-PARAMOUNT THEATRES
RKO THEATRES
STANLEY-WARNER THEATRES
WALTER READE CIRCUIT
FABIAN THEATRES
FLORIDA STATES THEATRES
WILBEY KINCEY CIRCUIT
MARTIN THEATRES
NEW ENGLAND THEATRES
AMERICAN THEATRES
E. M. LOEW CIRCUIT
JAMESTOWN AMUSEMENT CORP.
BALABAN & KATZ THEATRES CORP.
PUBLIX-GREAT STATES THEATRES
INTERSTATE THEATRES
COOPER FOUNDATION
FOX-INTERMOUNTAIN THEATRES
TRI-STATE THEATRES
UNITED DETROIT THEATRES
FOX MID-WEST THEATRES
ARIZONA-PARAMOUNT CORP.
FOX WEST COAST THEATRES
ROBERT L. LIPPERT THEATRES
MINNESOTA AMUSEMENTS CORP.
PARAMOUNT GULF THEATRES
CENTURY THEATRES
RANDFORCE AMUSEMENT CO.
CO-OP THEATRE SERVICE, PITTSBURGH
L.A. DRIVE-IN THEATRES
REDWOOD THEATRES CORP.
EVERGREEN THEATRES CORP.
JOY HOUCK THEATRES
NORTHIO THEATRES
TEXAS CONSOLIDATED THEATRES
ALLADIN DRIVE-IN THEATRES CORP.
NEVADA THEATRE CORP.

PRIVATE HELL 36

A FILMAKERS Presentation starring
IDA LUPINO
STEVE COCHRAN
HOWARD DUFF · DEAN JAGGER
DOROTHY MALONE

Written for the screen by COLLIER YOUNG
and IDA LUPINO
Produced by COLLIER YOUNG
Directed by DON SIEGEL
Distributed by Filmakers Releasing Organization

YOUR TURN TO BUY IT NOW!

Watch for... "MAD AT THE WORLD" *and* "CRASHOUT"

FILMAKERS RELEASING ORGANIZATION

look who's dating

a bullet is waiting

BRANDEIS, Omaha ▪ **MALCO**, Memphis ▪ **EMPIRE**, Portland, Me.
PALACE, Cleveland ▪ **ORPHEUM**, Des Moines ▪ **CENTER**, Charlotte
ALHAMBRA, Milwaukee ▪ **STATE**, Syracuse ▪ **PLYMOUTH** and
WEST BOYLESTON Drive-In, Worcester ▪ **COLONIAL**, Erie
RIVOLI, Toledo ▪ **STRAND**, Providence ▪ **RODEO** Drive-In, Tucson
CAPITOL, Trenton ▪ **MAYFAIR**, Baltimore ▪ **EMPIRE**, Fall River
PARAMOUNT, Los Angeles ▪ **ROGER SHERMAN**, New Haven
COLONIAL, Allentown ▪ **REGENT**, Grand Rapids ▪ **COLONIAL**,
Dayton ▪ **ST. FRANCIS**, San Francisco ▪ **COLONY**, Raleigh

starring
JEAN SIMMONS · RORY CALHOUN · STEPHEN McNALLY · BRIAN AHERNE

Screen Play by THAMES WILLIAMSON and CASEY ROBINSON
Music Written and Conducted by DIMITRI TIOMKIN · Produced by HOWARD WELSCH · Directed by JOHN FARROW
A JOHN FARROW PRODUCTION · A COLUMBIA PICTURE · Color by TECHNICOLOR

Columbia **HITS THE TARGET AGAIN!**

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

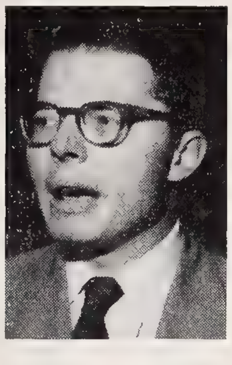
VOL. 76. NO. 55 NEW YORK, U.S.A., FRIDAY, SEPTEMBER 17, 1954 TEN CENTS

ALLIED INVITES TOA AID IN BID FOR GOV'T ACTION

Parleys Start

Wolfberg Here To Add 500 Makelim Deals

The round of conferences with circuit executives was begun here yesterday by John Wolfberg, vice-president of Makelim Productions, in an attempt to line up at least an additional 500 theatres, especially larger houses in key cities for the Makelim program.


John Wolfberg

Wolfberg, who arrived here from the Coast, said that already 2,500 theatres have subscribed to the Makelim plan, making playing time commitments for 12 Makelim productions over a year

(*Continued on page* 4)

MPAA Denies Any Offer to Dewey

WASHINGTON, Sept. 16.—Officials of the Motion Picture Association of America said today that to their knowledge New York State's Gov. Thomas E. Dewey was not being considered for any position with the association. "It's a rumor without any foundation," was the MPAA opinion.

'Wonderful,' Skouras Says of G-B Meeting On Charter Changes

By PETER BURNUP

LONDON, Sept. 16.—The new articles of association proposed for J. Arthur Rank's Odeon and Gaumont British companies were discussed by Spyros Skouras, 20th Century-Fox president, and Otto Koegel, 20th-Fox counsel, with the G-B board here, following which Skouras declared himself to be "highly delighted with the outcome."

The proposed new amendments will be submitted to Odeon and G-B

(*Continued on page* 4)

Justice Dept. Interested

Trade Welcomes Idea of Rank in U.S. Exhibition

While the reaction of American industry leaders to J. Arthur Rank's pronouncement that he will acquire as many theatres in the United States as may be necessary to bring British films to the mass American audience was uniformly a cordial albeit skeptical one, the Department of Justice in Washington took a somewhat more sober view of the prospect, saying that if Rank followed through on his announced intention it would assuredly be subject to the anti-trust laws of this country.

They declared, however, that producer-distributor Rank's operation of theatres here "would not be illegal *per se.*" Whether or not Rank would run afoul of the anti-trust laws, they said, would depend upon the number of theatres he purchased, the location of the theatres and other factors as

(*Continued on page* 4)

Starr, Kerasotes Attend Allied-Sponsored Parley in Chicago; TOA Delegates to Relay Allied 'United Front' Sentiment to Board

By MURRAY HOROWITZ

Theatre Owners of America support in Allied's proposed campaign for Government action to end alleged trade grievances was sought at the hush-hush Allied-sponsored meeting in Chicago last Monday and Tuesday, it was reported here yesterday in usually well-informed trade quarters.

Representing TOA at the meeting, which was held at the Blackstone Hotel, were Alfred Starr and George Kerasotes, it was stated. Allied president Ben Marcus and general counsel Abram F. Myers headed the Allied delegation.

The need to present a united exhibitor front in order to win effective Congressional support for Allied's position is said to underlie the Allied proposal. If TOA support cannot be enlisted, a pledge of neutrality at least is asked of TOA, it is reported.

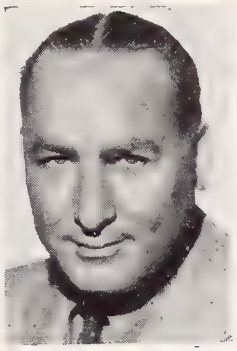
It is felt, an informed source said, that if exhibitor ranks are split on the "going-to-the-government" issue, with the possibility of TOA taking a stand in opposition to Allied's, the chances of Allied winning legislative support would be diminished, if not fatally weakened.

Starr and Kerasotes, it was said, in-

(*Continued on page* 5)

Three for Paramount From Wallis in '55

Three top-budget films will be produced for Paramount release during 1955, it was revealed here yesterday by independent producer Hal B. Wallis, who also stated that the three pictures, one of which is slated to be made in Europe, may be filmed in VistaVision.


Hal B. Wallis

Wallis, who recently returned from Europe, said that the Tennessee Williams' screenplay for "The Rose Tattoo" has been completed. "I am leaving for Key West early next week to seek out locations for the film which I will start shooting in November," he said.

Anna Magnani, the feminine lead,

(*Continued on page* 5)

Theatres to Post Bonds for NYC Tax

Supreme Court Justice Charles S. Colden of Queens General Court is expected to sign an order by Monday whereby all of New York City exhibitors who have filed intervention papers would become parties to the current action against the city's five per cent admission tax and in turn

(*Continued on page* 4)

Picketing Off At Col., Minn.

Special to THE DAILY

MINNEAPOLIS, Sept. 16.—Two pickets who have been staging a protest demonstration against allegedly high film rentals in front of the Columbia Pictures exchange here were voluntarily withdrawn today.

It was understood, however, that Columbia would go ahead with its application for a temporary injunction order at a hearing tomorrow morning in Federal District Court.

The defendants in Columbia's action

(*Continued on page* 4)

"Once for me, Maria had the look of an exquisite lady. Now I see only that she has the body of an animal, lives as an animal, is an animal."

— from Joseph L. Mankiewicz's "THE BAREFOOT CONTESSA"... thru UA

Personal Mention

JACK L. WARNER is scheduled to leave here for the Coast over the weekend.

•

FAYETTE W. ALLPORT, European manager for the Motion Picture Export Association, has arrived here from London via B.O.A.C.

•

DOROTHY JENKINS and **ADELE BAULKENS**, Paramount Pictures wardrobe designers, and **CLEM JONES**, assistant director, left here yesterday for Cairo, Egypt.

•

DOROTHY YUTZI, Paramount Pictures script supervisor, and **WILLIAM SCHUR**, cameraman, will arrive here from Hollywood today enroute to Montpelier, Vt.

•

MARY MCBRIDE, of the M-G-M Eastern story department, has left New York with her family for a vacation in Grand Rapids, Mich.

•

HERBERT E. FLETCHER, RKO Radio manager in Venezuela, has arrived in New York from Caracas.

•

JOSEPH BARBERA, M-G-M cartoonist, has returned to Hollywood from New York.

•

CLAUDIA FRANCK, dramatic coach, will arrive in Hollywood today from New York.

•

SAM SPIEGEL, producer, will leave London shortly for Germany.

•

MARILYN MONROE has returned to Hollywood from New York.

•

HOWARD KEEL left New York last night for England.

'Brides' Sets Hall Record: $1,346,000

M-G-M's "Seven Brides for Seven Brothers" established a new eight week gross record at Radio City Music Hall, garnering better than $1,346,000 for the 56-day run.

New high grosses were also established in out-of-town openings where the color musical in CinemaScope continues. In each of the six sales divisions, the picture ran far ahead of such outstanding M-G-M attractions as "Band Wagon," "Show Boat," "Long, Long Trailer," "Executive Suite," and "Mogambo," M-G-M said. The picture definitely looms as M-G-M's high grosser for 1954, it was said. On the basis of the first 152 openings, 71 situations held the picture over for a week or more. The picture's strongest results were obtained in the South and the Southwest where, in some instances, "Seven Brides" almost doubled some of M-G-M's previous outstanding attractions released within the past two years, the company stated.

Yesterday "Brigadoon" opened at the Music Hall as the eighth consecutive M-G-M film this year.

Fight Cancellations Give 'Headaches' to Booked Theatres

The second postponement of the Rocky Marciano-Ezzard Charles heavyweight championship fight at Yankee Stadium here "due to atmospheric conditions" was termed by exhibitors who contracted for the closed circuit telecast of the event as a "pain in the neck."

The second meeting between the contenders for the world title will take place tonight at 11 p.m., EDST, instead of 10:30 p.m., because of a tie-up of AT & T lines on another home televised fight, Nate Halpern, president of Theatre Network Television, said yesterday.

The bout cancellation on two consecutive evenings inconvenienced the 71 exhibitors in 55 cities about the nation, one showman said, because the theatres did not have a chance to advertise that a regular film performance would take place instead of the bout.

Advance Sale Not Too Good

The operator stated that with the postponements, the advance sale for tickets, ranging in price from $3.30 to $5.50, wasn't very good as patrons did not come out because of the rain. The weather bureau reports that the skies would be partly cloudy tonight with temperatures in the low seventies. If the bout, for some reason or another is postponed for a third time, it will take place tomorrow.

Halpern said that the IBC wanted to have the fight take place tomorrow evening originally, but was persuaded to hold the bout tonight when "TNT informed them that long-lines clearance could be had until after the Gillette Safety Razor sponsorship fights."

Cantor Will Head Balaban Program

Eddie Cantor will head the program at the $1,000,000 testimonial for Barney Balaban, president of Paramount Pictures Corp., it was announced yesterday by Samuel Markle, chairman of the Barney Balaban tribute committee.

The testimonial, which will take place at the Waldorf-Astoria Hotel on Sunday evening, Sept. 26, will honor Balaban by providing $1,000,000 for economic development of Israel through sales of State of Israel Development Bonds. The Metropolitan Council of B'nai B'rith is sponsoring the tribute to the Paramount executive in recognition of his "distinguished humanitarian service."

Joining Cantor at the testimonial will be many of the top stars of Hollywood and Broadway. Among those to attend are Eddie Fisher, Grace Kelly and William Holden.

'36' to RKO

Harry L. Mandell of Filmakers announced yesterday that "Private Hell 36" will play the entire RKO circuit of 73 houses from Oct. 6-10. This is the first time that the company has had a picture play top feature on the circuit.

RKO Twin-Billing Monroe Pictures

Cashing in on Marilyn Monroe's current location shooting in New York and the resultant publicity, RKO Theatres has booked two of her pictures for twin bill showings in New York and Westchester neighborhood houses. They are "Niagara" and "Don't Bother to Knock."

Explain FCC Petition To Skiatron 'Holders

In a report to stockholders, Arthur Levey, president of Skiatron Electronics & Television Corp., called the attention of the stockholders to the petition just filed by Skiatron TV Corp. with the Federal Communications Commission for an amendment of its rules to permit subscription television. He pointed out that it differs radically from other petitions relating to subscription television in that it presents a solution to the problem of the survival of the UHF stations with which the Commission and the Congress is presently deeply concerned.

'Sound Financing' Claimed

The Skiatron plan would provide UHF stations with a sound method of financing top-quality programs which will enable them to compete effectively with the existing VHF stations and quickly induce wide-spread conversion of the millions of sets now capable of receiving only VHF broadcasts, Levey said.

Levey made clear that subscription television via UHF stations would take nothing away from the existing system of so-called "free" television, but would actually supplement present television by enabling the public to receive, for a small fee, programs not now available for television, consisting of top entertainment, outstanding sports events, etc.

Sees Large Areas Well Covered

Levey stated that the availability of UHF channels is such that New York City and all large city areas can be well covered so that commercial telecasting of subscription TV should proceed with every possible dispatch once the FCC gave the industry the green light to go ahead. This application of subscription television for the relief of the UHF stations, he believed, would be welcomed by that industry and would definitely be a matter of major public interest in the promotion of television as a whole.

C. J. Bachman Joins Fairchild Company

C. J. Bachman has joined the Fairchild Recording Equipment Co. as theatre equipment products manager.

Bachman was employed for over 20 years with the Stanley Warner Theatres as chief engineer. He recently supervised 32 CinemaScope installations and was, in addition, responsible for the physical plant of 52 chain theatres.

MPEA Okays Agreement on Tariff, Trade

By Staff Correspondent

WASHINGTON, Sept. 16.—The Motion Picture Export Association went on record today in support of the general agreement on tariffs and trade and at the same time asked for changes in two Gatt provisions affecting the industry.

In a letter to Samuel C. Waugh, chairman of the American delegation to the forthcoming Gatt conference and Assistant Secretary of State, Eric Johnston, president of MPEA, asked that the delegation propose the limitation of Article IV to provide that screen quotas should be permitted only in accordance with the "infant industry" principle and should not be permissible "when a local film producing industry has in one way or the other attained a viable status." He pointed out that Article IV had been "reluctantly agreed to in 1947" as representing "the least objectionable type of quantitative restriction," and said that MPEA believed its present application in some cases "has gone beyond the bounds of necessity or original intent."

Dislikes Import Quotas

The MPEA head also urged that Article XII, which provides for establishing and maintaining import quotas, be made inapplicable to films, "since they differ in important respects from the normal commodity in import trade." The claim is technically made, Johnston said, "that such quotas are necessary to meet an emergency balance of payments situation, although the circumstances of the case make it clear that such quotas are predominantly or wholly for protectionist purposes."

He urged the government to give its full support to Gatt, calling it "a cornerstone of paramount importance in the economy of the free world."

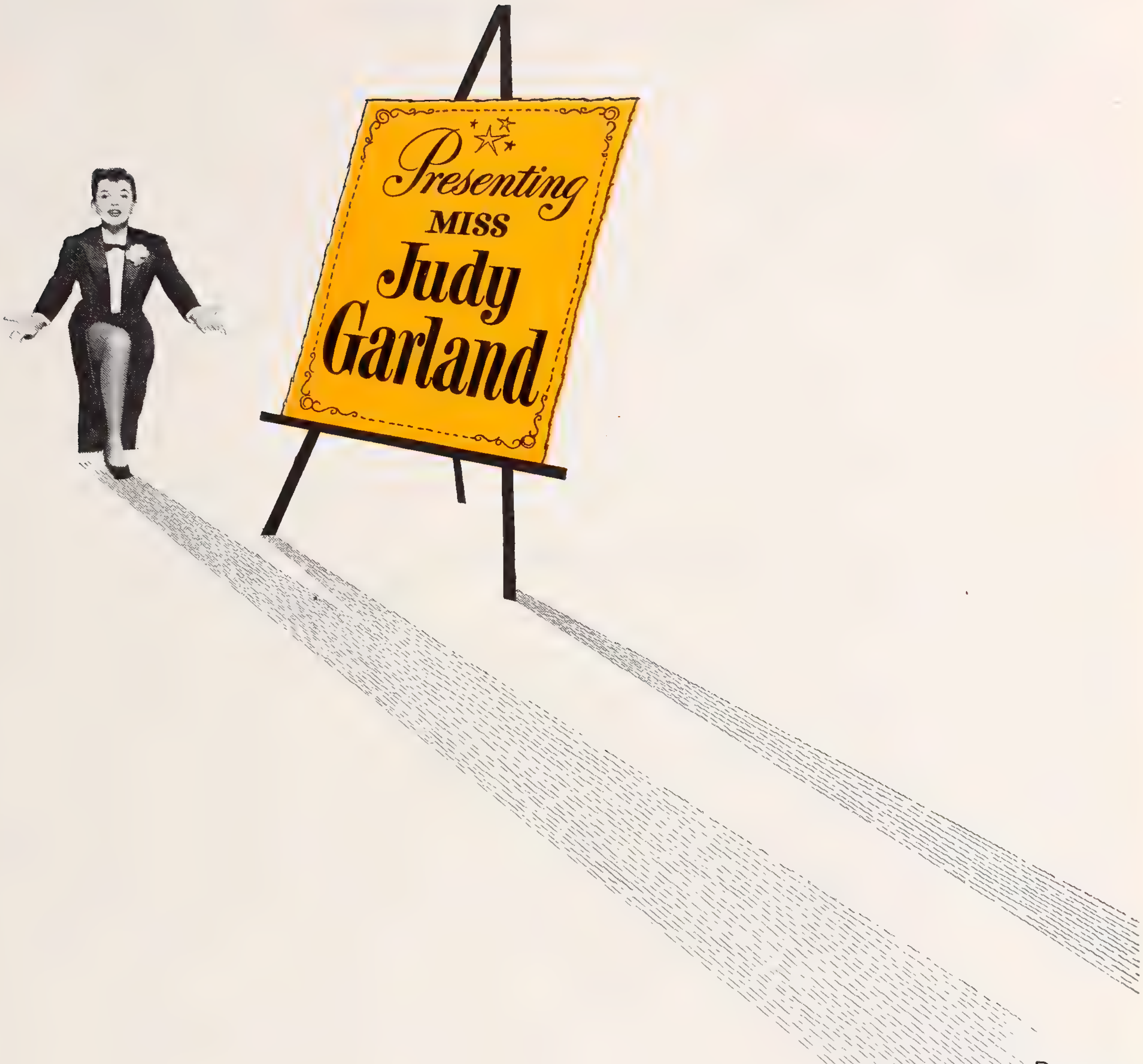
The motion picture industry relies heavily on its foreign business, Johnston said, and consequently its economic health is directly dependent on foreign trade.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"BRIGADOON"
in Color and CinemaScope starring
GENE KELLY • VAN JOHNSON
CYD CHARISSE with ELAINE STEWART
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

Robert TAYLOR • Janet LEIGH • George RAFT
ROGUE COP
COOL PARAMOUNT B'WAY at 43rd St.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor. Published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building. William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street. Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.


Presenting
MISS
Judy
Garland

BIGGEST
DATE IN
ENTERTAINMENT
HISTORY!

There are stars you hitch a wagon to.
There are stars you make a wish on.
But there never was a star like

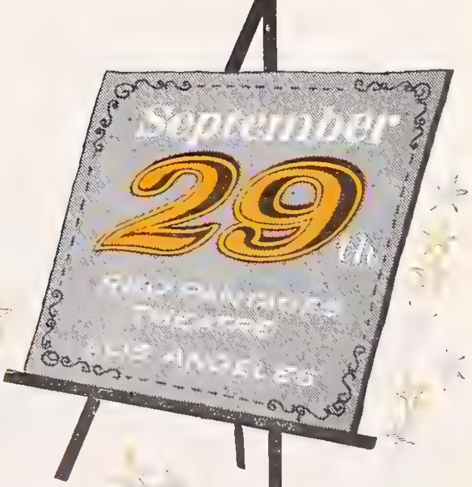
JUDY GARLAND

co-shining with

JAMES MASON

in

"A Star is Born"


September
29th
RKO Pantages
Theatre
Los Angeles

PRESENTED BY WARNER BROS. IN CINEMASCOPE · TECHNICOLOR · STEREOPHONIC SOUND

ALSO STARRING
JACK CARSON ☆ CHARLES BICKFORD WITH TOM NOONAN · SCREEN PLAY BY MOSS HART · DIRECTED BY GEORGE CUKOR · 6 NEW SONGS BY HAROLD ARLEN AND IRA GERSHWIN
PRODUCED BY SIDNEY LUFT · A TRANSCONA ENTERPRISES PROD. · MUSICAL DIRECTION BY RAY HEINDORF · PRESENTED BY WARNER BROS.

'Price' Award To St. Louis

The ten branch managers who operate the exchanges in St. Louis for the major distributors will be the recipients of the awards to be presented for obtaining the most theatre bookings of any exchange area in the U. S. on "The Price of Liberty," in comparison to the number of theatres operating in the territory.

The competition for the awards started with the release of "The Price of Liberty," Department of Defense featurette concerning women in the armed services and distributed under the auspices of COMPO, on March 1 and ran six months until Aug. 31.

Thomas Bailey Chairman

The St. Louis branch managers' committee of the MPAA has as its chairman Thomas E. Bailey of Loew's, and the other members whose combined efforts resulted in the showing that was made throughout the territory were: Maurice Schweitzer, Allied Artists; Clarence D. Hill, Columbia; Harry Haas, Paramount; Ray V. Nolan, RKO; Raymond McCafferty, Republic; Gordon F. Halloran, 20th Century-Fox; D. J. Edele, United Artists; Harry Hynes, Universal, and Lester Bona, Warner Bros.

This group was successful in having "The Price of Liberty" played in 501 conventional theatres and drive-ins out of a total of 521 operating as of Sept. 1, thus reaching a saturation booking percentage of 96.2 per cent. The designation of the winning area was made at a meeting on Wednesday of the short subject sales managers of all the participating companies.

Honorable Mention to Four

This committee has also accorded honorable mention to all the exchanges in four other areas where they succeeded in playing "The Price of Liberty" in over 90 per cent of the conventional theatres and drive-ins during the same period. These included: New Haven with 94.9 per cent (Sidney Cooper, United Artists, chairman); Buffalo—92.9 per cent (Nat Marcus, Warner Bros., chairman); Cleveland—91.4 per cent (I. J. Schmertz, 20th Century-Fox, chairman), and New Orleans—91.2 per cent (C. R. Ost, Universal International chairman).

The short subject sales managers' committee, of which Sidney Kramer, RKO Radio Pictures, is chairman, and which spearheaded the campaign and contest, further announces that a national total of 11,457 theatres had played "The Price of Liberty" as of Aug. 31.

Coast Editor Honored By Studio Publicists

HOLLYWOOD, Sept. 16. — The studio publicity directors committee today gave a luncheon in honor of John B. T. Campbell, retiring managing editor of the "Los Angeles Herald-Express," at the Statler Hotel. The honor guest paid tribute to publicists for the great part they have had in bringing about the present box office resurgence by constructive publicity concerning the industry's new techniques.

Y. Frank Freeman, board chairman of the association of Motion Picture Producers, and David Hearst, publisher, attended.

Industry Welcomes Idea of Rank Theatres

(*Continued from page* 1)

well. The spokesman then pointed out that the Supreme Court in the Paramount case did not find that integration of production-distribution and exhibition was illegal *per se,* but that the district court decided that divorcement was necessary at the time in order to eliminate monopoly conditions within the industry.

Rank was quoted as having said that his chief lieutenant, John Davis, would be over here as soon as free convertibility of sterling is authorized to buy "50 or 100 theatres or as many as may be required" to give British films what Rank regards as a "fair deal" in this market.

Some observers pointed out that if Rank as a producer-distributor initiated his theatre acquisition program it would provide the interesting spectacle of an alien corporation doing what the Justice Department and Federal courts here, by means of the Paramount case consent decree, prevented native corporations from doing.

It might well, some said, start a movement for amendment of the decree and the reentry of American producing-distributing companies into theatre operation.

Most of the industry leaders here willing to comment on Rank's statement declined to permit their names to be used. However, in virtually all instances the reaction was friendly if not genuinely warm.

One national circuit operator said: "My screens are open to all good product, regardless of its label. By 'good product' I mean pictures that are tailored to the American market; I am a merchant constantly in need of inventory—pictures, that is. I will sell what the customers will buy, regardless of its place of origin."

Comments such as the following were typical of distribution's reactions: "Rank has a worldwide reputation as an exhibitor. He would be very welcome in United States exhibition."

"The more the merrier. He will find that there are plenty of theatres available."

Some skeptical observers said they recalled that both the Park Avenue and Winter Garden theatres here had been leased exclusively for the showing of Rank product a number of years ago. "If his product couldn't keep those theatres open," it was asked, "how does he expect it to keep 50 or 100 theatres running?"

Skouras-G B

(*Continued from page* 1)

stockholders for approval at their forthcoming meetings. They will permit the companies to engage in financing and employee benefit activities, putatively bringing the companies' charters in line with recent legislation here. Twentieth-Fox owns a substantial interest in G-B through Metropolis & Bradford Trust, the holding company.

"It was a wonderful meeting," Skouras said before departing for Paris to discuss new production deals. "Nothing likely to affect 20th-Fox interests adversely has transpired," he added.

There was no immediate comment from the Rank office.

Skouras said he may return here around Oct. 15. The G-B stockholders meeting is scheduled for Oct. 8. Twentieth-Fox presumably will be represented by its alternates, Alfred Cornfield and B. Litchfield, representing board members Skouras and W. C. Michel. Lawrence R. Kent also is a 20th-Fox representative on the G-B board.

'Contessa' Campaign Launched by UA

An advertising and poster campaign to promote the world premiere of United Artists' "The Barefoot Contessa" at the Capitol Theatre here on Sept. 29, will roll into high gear on Sunday with a full-page insertion in The New York "Times."

The campaign for "The Barefoot Contessa," Joseph L. Mankiewicz production starring Humphrey Bogart and Ava Gardner, is said to be the biggest ad-poster program ever mounted by UA.

The full-page "Times" display, featuring a drawing of Ava Gardner by Simeon Shimon, will be followed by a full-page color insertion in the New York "Post" and similar big-space units that will blanket all New York papers on a sustained schedule carrying through the opening.

The New York "Times" is providing co-operative support for the CARE-sponsored benefit bow of "The Barefoot Contessa" by mailing hundreds of proofs of the display to exhibitors and circuit heads, as well as trade paper publishers and editors. The "Times" ad will also be run on a full page of this Sunday's International edition, distributed throughout Europe.

'Duel' and 'James' Banned in Memphis

Special to THE DAILY

MEMPHIS, Sept. 16. — Lloyd T. Binford, 88, chairman of the Memphis Board of Censors, today said the board has banned a Jesse James picture and declined to see again a changed version of "Duel in the Sun."

The refusal to again preview "Duel in the Sun" was made despite a request by Mayor Frank T. Tobey that the picture be seen again by the censors, said Binford.

Mayor Tobey said he had not ordered the picture seen again, but had called Binford and requested that the board pass on it again, as he understood a number of changes had been made.

Mayor Tobey said he made the request for Blanchard Tual, attorney. Tual represents Lippert Pictures, Inc., which is distributing "Duel in the Sun" for David O. Selznick.

It became known today that the board had banned "Jesse James Women" when it was announced that it would be shown at the Sunset Drive, in West Memphis in place of the Marciano-Charles fight, postponed. The film will start a regular run at the Sunset after the fight, along with "Act of Love." The picture will be shown again tonight, as the fight was postponed a second time.

Chairman Binford told United Artists, distributors of the film, that he found it "sacrilegious and rough."

Tax Dispute

(*Continued from page* 1)

post bonds as security for the tax breakage, Assistant Corporation Counsel Stanley Buchsbaum said yesterday.

The exhibitor counsels have proposed two methods by which the tax breakage fund should be handled since the first payment of the admission tax is due on Monday, Buchsbaum said.

One alternative would be the posting of a bond for the tax breakage, which the exhibitors collected in July and August, and for the breakage collected in each succeeding tax period, Buchsbaum said. The other proposal would be for the exhibitors posting a bond four-and-a-half times the amount of the tax breakage collected to date, the city attorney said.

The bonds would be posted until a ruling by the Appellate Division in Brooklyn is handed down on the appeal of Justice Nicholas M. Pette's temporary injunction order which curbs the city from collecting the tax breakage, Buchsbaum said.

Minn. Picketing

(*Continued from page* 1)

include 30 officers and directors of North Central Allied. Although Allied has never officially admitted sponsoring the pickets, Stanley Kane, executive counsel, pointed out this afternoon that the picket withdrawal was voluntary and not court-ordered.

Wolfberg Here for Makelim

(*Continued from page* 1)

period. The former exhibitor and Allied official on eve of meetings with circuit executives expressed optimism at the prospects. He hailed the Department of Justice opinion allowing divorced-operated theatres to join in on the plan.

Shooting on the first Makelim production, he went on, will begin in about another six weeks. The pictures will be top productions, featuring top stars, he added. An announcement on the titles and stars will be made shortly by Makelim on the Coast, Wolfberg stated.

It was understood that Wolfberg was scheduled to confer with officials of Stanley Warner, American Broadcasting-Paramount Theatres, RKO Theatres, Brandt circuit and representatives of other leading theatre circuits.

Wolfberg, asked if the Makelim plan hinges upon the success of his trip to New York, replied on the contrary, that "we're going ahead, if I could not sign up one more theatre."

He acknowledged that some theatre owners, due to the newness of the Makelim plan, were reluctant to join, fearful of "blind booking." He stressed, however, the merits of the plan which he called a "new form of distribution," highlighting the profit-sharing provisions under which the exhibitor and distributor share 50-50 in the residual profits of the pictures, the profits garnered from the foreign market and from non-subscribing theatre bookings.

Birthday Cake Is Cut At Roxy in Honor of 'Scope Anniversary

New York's Roxy Theatre yesterday marked the initial anniversary of the entertainment medium in ceremonies at which a special birthday cake was cut by the theatre's managing director William Moclair and Audrey Simpson, "Miss CinemaScope."

A large cake on which was inscribed "CinemaScope First Anniversary" was cut in the lobby of the theatre as patrons attending the first showing of Darryl F. Zanuck's "The Egyptian" looked on. Following the ceremony patrons were treated with pieces of birthday cake cut by "Miss CinemaScope," a New York model and TV personality.

Debut Just a Year Ago

A year ago today, the Broadway showspot introduced CinemaScope as 20th Century-Fox's "The Robe" had a gala invitational world premiere. Some three and one-half millions have seen CinemaScope at the Roxy in the past 12 months, setting new attendance and gross records at the famed theatre.

'Mathias Story' Cited

HOLLYWOOD, Sept. 16. — "The Bob Mathias Story," produced by William Selwyn for Allied Artists, has been listed by the Production Code staff here among the month's pictures that will be called to Motion Picture Association of America president Eric Johnston's special attention with regard to their worldwide impact.

Allied Seeks TOA Aid

(*Continued from page* 1)

formed the top echelon Allied committee that they would relay Allied's proposal to the TOA board, explaining that they lacked the authority to pledge TOA to any position.

Other Allied officials attending Monday's Chicago meeting included Trueman T. Rembusch, of Indianapolis, and Rube Shor, of Cincinnati, it was learned. Jack Kirsch, president of Allied of Illinois, was invited but could not attend due to the illness of a close friend, it was added.

Allied's concern over TOA's possible position was seen here as an outgrowth of a number of factors, chief among them being that many of TOA's members are known to be reluctant to invite governmental regulation; believing that industry problems can be worked out in arbitration and other ways.

TOA president Walter Reade, Jr., when asked recently what he thought of Allied's proposal to go to the government, replied that speaking for himself he was against governmental regulation. Reade, at the time, added that he was speaking as an individual, rather than for TOA.

Leaders Uncommunicative

Both Allied and TOA leaders have repeatedly refused comment on the two-day meeting or else have professed to know nothing about it.

The avoidance of possible embarrassment if TOA takes an opposite tack was seen as the strongest motive for keeping the conference under wraps. The Chicago meeting was the first conference held by Allied since the "go-to-the-government" resolution was passed at last month's Allied board meeting in White Sulphur Springs, W. Va., following a special committee's conferences with general sales managers here.

The White Sulphur Springs resolution carried the recommendation that Allied's national convention authorize the drafting of a bill to be submitted to Congress calling for Government regulation of sales policies. The convention will be held in Milwaukee next month.

The lessons of the recent Compo drive against the Federal admissions tax, it was held here, pointed to the need of a united "grass-roots" campaign if sought-after legislation is to be successful.

Three from Wallis

(*Continued from page* 1)

is due to arrive here from Italy sometime next week, the producer said.

"I am not certain whether 'Rose Tattoo' will be filmed in VistaVision as the story at this time lends itself to black and white," Wallis said. "However, I plan to utilize the medium on my other forthcoming productions which will keep me busy for a year," he said.

Wallis said that after the first of the year, Dean Martin and Jerry Lewis will make "Martin and Lewis in Paris" for his organization. That picture will be followed in the Spring by a Shirley Booth vehicle, he said.

20th-Fox in Tieup With Hosiery Firm For CinemaScope

"Everything Comes Alive in CinemaScope" is the theme of a national promotion-merchandising campaign for 20th Century-Fox's "Woman's World" set by Glen Raven Hosiery keyed to the October release of the CinemaScope production.

Believed to be one of the most important tie-ups of its kind, Glen Raven's large-scale fall advertising, publicity and exploitation drives will be directly linked to the picture.

A program, including advertising in national magazines, local newspapers and local radio, plus storewide promotion in thousands of Glen Raven outlets is planned to achieve a penetration estimated at upwards of 35,000,000 persons.

Wanger Coming East With 'Hajji' Print

HOLLYWOOD, Sept. 16. — Producer Walter Wanger will leave here at the weekend for New York with the first completed print of "Adventures of Hajji Baba," in CinemaScope, which he produced at Allied Artists for 20th Century-Fox release.

'Purple Mask' in 'Scope

HOLLYWOOD, Sept. 16. — Universal's "Purple Mask," starring Tony Curtis, will be filmed in CinemaScope, the studio has announced. It will be the company's sixth feature in that process.

A good knight for making money. Seventeen turns knight-time into date-time . . . sends 2½ million teen-age girls (and their beaux, friends, and families) dashing out to see its October Picture-of-the-Month: Universal-International's Black Shield Of Falworth . . . starring Tony Curtis and Janet Leigh . . . in Technicolor and CinemaScope.

seventeen . . . the magazine that sends girls and their friends and their families to more movies.

WEEK OF OCTOBER 4th, 1954

YOU CAN
HELP THEM
TO HELP
THEMSELVES

In support of President Dwight D. Eisenhower's spirited appeal to the exhibitors of America to hold a Theatre Audience Collection on behalf of the brave and war-ravaged South Koreans, on or about the week of October 4th, this advertisement is inserted, without charge, as a patriotic and public service by

MOTION PICTURE DAILY

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 56 NEW YORK, U. S. A., MONDAY, SEPTEMBER 20, 1954 TEN CENTS

Tradewise . . .

By SHERWIN KANE

SOMEWHAT surprised by the enthusiasm within the trade which greeted J. Arthur Rank's assertion in London last week that he would acquire theatres here to bring British pictures to the mass American audience as soon as his government will permit him to convert some of his pounds sterling into purchasing dollars, this department asked some of its exhibitor friends what was so pleasing to them about the announcement.

Not one but several replied that they had eight or ten dark theatres they would be glad to lease or sell to Rank and, since he intended to dedicate his American theatres to British screen fare, he would be doubly welcome because his houses would inject no new competition either for product or for customers.

•

These exhibitors had no intention of being humorous. Theirs was an honest reaction. They do have closed houses. They do need product.

If Rank's product would reopen and keep lighted any dark theatre in this country, there isn't an exhibitor with a closed house who would not have been doing for months what Rank proposes to do at some future time.

•

And as for the open theatres, the good pictures from any country—even Japan and India, China, Mexico and Brazil, to name a few now current here—receive a hearty welcome and ready bookings from hundreds of American theatres in a position to sell them in this day of fewer and bigger pictures, of reissues and print shortages on top of product shortages, and stiff asking terms for everything.

If the public will take them, the theatres will buy them.

John Davis, Rank's managing director, would be well advised to

(*Continued on page* 2)

Republic Acquires 'The She-Wolf'

"The She-Wolf," starring Kerima, will be released in the United States by Republic Pictures, it was announced at the weekend following the conclusion of negotiations by Richard W. Altschuler, director of world-wide sales for the company, and Jules Levey.

A publicity and promotion campaign, including radio, television, and newspaper coverage, is now being formulated for special premieres which will launch the production in October, with general domestic release scheduled for Nov. 1st.

Universal Net In 39 Weeks $2,636,415

Universal Pictures Co., and subsidiary companies report earnings for the 39 weeks ending July 31 of $2,636,415 after providing $250,000 for contingent liabilities and $3,400,000 for Federal taxes on income. After dividends on the preferred stock, this is equivalent to $2.49 per share on the 988,574 shares of common stock outstanding at July 31.

For the 39 weeks ending Aug. 1, 1953, adjusted earnings were $2,051,-

(*Continued on page* 4)

Await Final Edict on Pickets at Columbia Minneapolis Branch

Special to THE DAILY

MINNEAPOLIS, Sept. 19.—Pickets who paraded in front of Columbia branch here for three days last week in an exhibitor-sponsored protest against the company's terms on "Caine Mutiny" will be withdrawn pending final ruling on temporary injunction proceedings before Judge Gunnar H. Nordbye in Federal District Court.

The delay in a ruling on Columbia's application was granted by Judge Nordbye at the weekend to permit Stanley L. Kane, executive counsel for North Central Allied, additional

(*Continued on page* 4)

Action in Abeyance

EXHIBITORS EYE SUBSCRIPTION TV

Current and Future Prospects of Possible New Medium Discussed at Chicago Meeting

By MURRAY HOROWITZ

Current developments and future prospects in the field of subscription television are said to have constituted the main subject of discussion at the off-the-record meeting of exhibitor leaders from many sections of the country at the Blackstone Hotel, Chicago, last week.

Participants in the meeting, most of whom had refused previously to comment on the session or on reports concerning it, denied widely circulated trade reports that Allied States Association sought a working agreement with Theatre Owners of America on the former's program for government intervention in and regulation of industry trade practices and selling terms at the meeting.

However, no formal statement was issued by anyone and those making the denial refused to permit use of their names.

In addition to Allied and TOA officials previously reported at the meeting, it was ascertained that a representative of Metropolitan Motion Picture Theatres Association, New York, and of the Texas Drive-in Association, Dallas, attended.

The secrecy surrounding the session was attributed by one source to the "delicacy" of the subscription-TV issue, now before the Federal Communications Commission. According to

(*Continued on page* 4)

MGM to Hold 'Workshops'

M-G-M plans to conduct a series of "ticket-selling workshop" meetings for exhibitors. Theatre owners and managers in each branch office territory will be invited by the company to attend one-day round-table sessions in exchange cities. The sole topic of discussion will be ways to sell theatre tickets, according to a joint announcement by Loew's vice-presidents Charles M. Reagan, general sales manager, and Howard Dietz, director of advertising, publicity and exploitation.

Wherever practical the "ticket-selling workshops" will be held in connection with state or regional exhibitor association conventions. Several organizations have already asked to cosponsor the events to give their members an opportunity to participate in the business-building

(*Continued on page* 4)

Bout Grosses Good Despite Refund: TNT

Business in the 70 theatres throughout the U.S. which presented the closed circuit telecast of the Rocky Marciano-Ezzard Charles heavyweight title fight on Friday evening, was termed by a spokesman for Theatre Network Television as "very good," despite ticket refunds which were given in some situations.

The International Boxing Club promotion, which was postponed twice due to rainy weather last week causing theatre operators inconvenience

(*Continued on page* 5)

Gorelick N.W. RKO District Manager; Other Promotions

Sam Gorelick, RKO's Chicago branch manager, has been promoted to Midwestern district manager, it was announced by Herbert H. Greenblatt, RKO's domestic sales manager. Other promotions concerning the Chicago, St. Louis and Cleveland offices were announced also by Greenblatt.

Gorelick, who takes over the post recently held by Greenblatt, is being succeeded as Chicago branch manager by Ray Nolan, present St. Louis branch manager. The latter post will

(*Continued on page* 4)

UA's "THE BAREFOOT CONTESSA"

The Private Life Of The World's Most Beautiful Animal!

Starring HUMPHREY BOGART · AVA GARDNER

Written and Directed by JOSEPH L. MANKIEWICZ

Color by TECHNICOLOR

Personal Mention

SOL A. SCHWARTZ, president of RKO Theatres, and THOMAS O'CONNOR, vice-president and treasurer, left here yesterday for a tour of the company's properties in the Midwest and on the Coast.

•

WALTER BRANSON, RKO Radio world-wide sales manager, and NAT LEVY, sales executive, returned to New York Friday from Hollywood. JAMES R. GRAINGER, president, and HERBERT GREENBLATT, domestic sales head, were due here from the Coast over the weekend.

•

CHARLES SKOURAS, National Theatres president, is scheduled to arrive here from the Coast today after a stopover in Kansas City.

•

HARMON JONES, Warner Brothers director; OREN HAGLUND, his assistant, and EDWIN DUPAR, cameraman, have arrived in Colorado Springs from Hollywood.

•

CARROLL L. PUCIATO, president of Carroll Pictures, Inc., arrived in New York by plane Saturday from Europe.

•

EDWARD MUHL, Universal studio head, will arrive in New York today from the Coast.

•

HARRY GOLDSTEIN and IRVING SHIFFRIN, of Allied Artists, are in Boston from New York.

•

JOE NEWMAN, Allied Artists director, left Hollywood yesterday for New Orleans.

•

WILLIAM SELWYN, producer, left Hollywood at the weekend for New York.

May Form New TOA Unit in No. Illinois

The formation of a new Northern Illinois exhibitors association may be effected as Herman Levy, general counsel for Theatre Owners of America, and Albert M. Pickus, member of the TOA executive board, meet with exhibitors of that area in Waukegan, Ill., this week.

Levy and Pickus, who left New York over the weekend, for a series of meetings in Springfield, Ill., and Chicago, have been invited by a number of unaffiliated Illinois theatre operators to attend meetings from which the new exhibitor group may evolve.

George Kerasotes, president of United Theatres of Illinois, had asked Levy and Pickus to sit in on regional meetings of his organization which will take place during the week. Kerasotes' organization is the sole TOA exhibitor organization in Illinois.

The TOA counsel, along with Pickus, are also expected to meet with John Balaban and Dave Wallerstein of Balaban & Katz in Chicago to set additional groundwork for the Oct. 31 convention of TOA.

Dedicate Rebuilt 'Maria' at Edison Museum Wednesday

The birthplace of the motion pictures, West Orange, N. J., will again have a film studio. On Wednesday, a full-scale replica of the first motion picture studio, the "Black Maria," will be dedicated at the Edison Museum, in West Orange. After a luncheon served on the grounds of the museum, Vice Admiral Harold G. Bowen, executive director of the Thomas Alva Edison Foundation, will welcome the invited guests to the dedication ceremonies. There will be three addresses by nationally known speakers describing the contributions of the motion picture to technology, to education through visual aids and to the entertainment field. A memorial plaque will be dedicated paying tribute to Edison as the founder of the motion picture industry.

'Edison' Film to Be Shown

As part of the dedication ceremonies, the premiere of Jules Levey's color film, "The Story of Thomas Alva Edison," will be held for guests. This documentary film, which has no actors, tells the story of Edison's life by showing not only his inventions but the places where he worked and lived. It depicts his life from his birth in Milan, O., through his early experiments to his world-wide success and fame as one of the greatest inventors who ever lived. By narration and expressive photography, Thomas Edison comes alive again for audiences of today through the medium of one of his own creations.

In 1887, Edison began his first experiments on an apparatus "which would do for the eye what the phonograph does for the ear." In his laboratory in West Orange, he developed the first motion picture camera, called the Kinetograph, and opened a new field of entertainment and education.

Edison constructed the first studio in the backyard of his West Orange laboratory in 1892. A frame building covered with black tar paper, the "Black Maria" was built on a circular track, with a roof which opened to allow the sunlight to enter.

Zukor Honor Guest At Edison Festival

Adolph Zukor, chairman of the board of Paramount Pictures and "dean" of the motion picture industry, will be guest of honor and principal speaker at ceremonies on Wednesday in the dedication of the "Black Maria" Building in West Orange, N. J., where Thomas Alva Edison's experiments with the first motion picture camera met with success.

$1,500,000 Trust Suit in KC Begins

Special to THE DAILY

KANSAS CITY, Kan., Sept. 19—Trial of the $1,500,000 treble damage suit brought by the Electric Theatre here against six film companies got underway here on Friday.

The six defendants, accused of conspiring to restrict competition, are Loew's, RKO Radio Pictures, Warner Brothers, United Artists, Columbia and Paramount.

A similar action several months ago was settled when the Electric Theatre reached an agreement with 20th Century-Fox, Fox Midwest and Universal, terms of which enabled the Electric to show first-run pictures at the same time such pictures were available in downtown Kansas City.

Cinerama in Syria Free; 'Tickets' Faked

WASHINGTON, Sept. 19.—The demand for tickets to the Cinerama exhibit in Damascus, Syria, has created a rash of counterfeiting, the United States Information Agency reported over the weekend. Tickets to the Cinerama exhibit at the International Trade Fair in Damascus have been printed and distributed free at the rate of four thousand a day since Sept. 2nd, but this has not sufficed.

USIA reported that the Syrian police have arrested a group of counterfeiters who were printing Cinerama tickets and selling them.

MMPTA Will Elect Directors Thursday

The annual membership meeting of the Metropolitan Motion Picture Theatres Association will be held here on Thursday at the Hotel St. Moritz. Emanuel Frisch, president, will preside.

The nominating committee has selected the following slate for MMPTA's board of directors, members of which will be elected at the meeting:

Herman Becker, Leo Bracher, Russell V. Downing, Harry Goldberg, William J. Moclair, Eugene Picker, Samuel Rinzler, Samuel Rosen, Leslie Schwartz, Sol A. Schwartz, Robert K. Shapiro and Solomon M. Strausberg.

Officers of the association will be elected by the newly-chosen board.

'Duel' Ban Confirmed By Memphis Censors

Special to THE DAILY

MEMPHIS, Sept. 19.—The Memphis boards of censors on Friday took a second look at "Duel in the Sun" and unanimously banned it a second time. Four of the five members of the board attended. The picture was first banned in Memphis in 1946.

Mayor Frank Tobey of Memphis this week asked censor chairman Lloyd T. Binford and his board to look at a changed version of the picture.

Tradewise . . .

(*Continued from page* 1)

pigeonhole the statistics he has been quoting and come over here and spend a few months talking to exhibitors and to theatre patrons in all parts of this country.

Chances are he would learn something his home office sales sheets don't reveal.

President Advised Of Collection Plan For S. Korean Aid

President Eisenhower has been officially notified by the three co-chairmen of the Council of Motion Picture Organizations that theatres have been urged to conduct audience collections during the week of October 4 on behalf of the people of South Korea.

In a letter Al Lichtman, Wilbur Snaper and Sam Pinanski have informed the President of COMPO's plans for the collection.

The letter is as follows:

"We wish to thank you for your letter of September 9 regarding the audience collection which the country's motion picture theatres will conduct during the week of October 4 for the benefit of the people of South Korea.

'In Answer to Your Appeal'

"All exhibitors have been urged to undertake collections in their theatres in answer to your appeal for assistance in this worthy cause. The motion picture industry has in the past responded wholeheartedly to any appeal made by the President of the United States, and we feel confident that in this important instance, all exhibitors will place in motion the facilities of their theatres so that the maximum amount of money may be contributed to ease the suffering and hardships of the brave, courageous South Korean people."

Supreme Court Gets Rep.-Autry Issue

By Staff Correspondent

WASHINGTON, Sept. 19. — Republic Pictures asked the Supreme Court over the weekend to uphold an Appellate Court decision giving Republic the right to use Gene Autry's name, voice and likeness for commercial advertising.

Autry Had Asked Review

Autry had previously asked the high court to review a Ninth Circuit Court of Appeals decision which gave Republic this right, and Republic's brief, filed over the weekend, asked the court to deny Autry's petition. Republic told the court that Autry's employment contracts provided that Republic should have the right perpetually to use the cowboy star's name, voice and likeness for the purpose of advertising the picture and, for a limited time and subject to various conditions, the right to use his name and likeness to advertise other products.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor. Published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building. William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street. Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

HE SMASHED THE RULE OF THE IVORY PIRATES

who plunder the forgotten wilderness of the Outlaw Coast!

Actually filmed where it happened, in Darkest Africa!

EALING STUDIOS PRESENT

WEST OF ZANZIBAR

COLOR BY **TECHNICOLOR**

Attention, ALL SHOWMEN!

HERE'S YOUR ONCE-IN-A-LIFETIME CHANCE TO VISIT AFRICA!

Some enterprising showman is going to win an all-expense-paid, three week trip for two to Zanzibar and other fascinating countries in Africa, for the best promotion campaign on WEST OF ZANZIBAR.

Get started NOW!

WRITE, WIRE OR PHONE FOR FULL DETAILS AND BIG CONTEST CAMPAIGN PACKAGE TO:
Mr. Charles F. Simonelli, Universal Pictures Company,
445 Park Avenue, New York 22, New York.

Every contestant will win an exciting prize!

starring **ANTHONY STEEL · SHEILA SIM**

Story and Direction by HARRY WATT · Produced by LESLIE NORMAN · Screenplay by MAX CATTO and JACK WHITTINGHAM

A MICHAEL BALCON PRODUCTION · A J. ARTHUR RANK ORGANIZATION PRESENTATION · A UNIVERSAL-INTERNATIONAL RELEASE

Universal International

In the THEATRE Equipment *& Refreshment* World . . .

. . *with RAY GALLO*

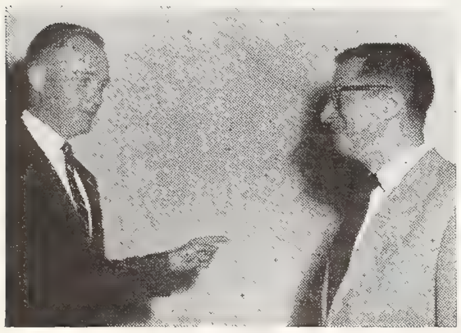
AN INCREASE in export sales of its solid plastic screens is reported by the Williams Screen Co., Akron, O., for the month of August. In that period 38 screens were supplied in Canada alone. The company has two plants in Akron devoted exclusively to producing the "all-purpose" screens, and distribution is direct as well as through the Ballantype Company, Omaha, and other authorized dealers. Exports to other countries are made through Streuber & LaChicotte, New York.

•

"The Professional" is the name of a new lightweight portable machine for shampooing upholstery and stair carpeting in theatres made by Multi-Clean Products Co., St. Paul, Minn. Weighing only six pounds, the unit is said to maneuver in awkward corners where even hand cleaning is difficult. Nylon bristles help to make it safe for the most delicate fabrics.

•

Another big popcorn promotional campaign, which will include special stunts for theatres, is being planned for October and November by the Popcorn Institute. For the "Popcorn Animal Fair" theatre operators can secure material kits containing four-color posters to be placed around the snack bar and in the lobby. In addition coloring contest materials will be available for theatres wishing to sponsor a promotional contest among their patrons.



Features of the most recent sound control product created by Owens-Corning Fiberglas Corporation, "Stria" acoustical tile, were explained by George Cook (left) manager of the company's international division to Ben Schlanger, New York architectural theatre consultant, at the "Acoustarama" show presented in the Fiberglas building in New York recently. Included in the demonstration were close-up views of all the company's acoustical products as they appear after installation. "Stria" is a tile with a grooved face, and because reflections of light vary with the position of the tile in its setting, a wide variety of design combinations are made possible.

Mexican Group to Reorganize Production To Stress Quality; Playdates Dwindle

Special to THE DAILY

MEXICO CITY, Sept. 19.—Alarming decrease in playing of Mexican pictures in Central and South America, where playdates have dwindled to two or three days, has prompted the big four of distribution and financing, the trade's own bank, the semi-official Banco Nacional Cinematografico, S.A., Cinex, the new semi-official company for foreign distribution, and Peliculas Mexicanas and Peliculas Nacionales, to form a committee of top producers who are also distribution experts, to reorganize production to stress quality.

Falling business in Central and South America, the big four ascertained, results almost entirely from mediocre and worse pictures. They warn that unless Mexico can do much better on those markets, they will be replaced almost totally by American and European films. The committee comprises Eduardo Garduño, the bank's director general; Mario Zacarias, Gregorio Wallerstein, Pedro Galindo, Juan Bandera and Blas Lopez Fandos.

The reorganization aims at marshalling key companies for quality making. The committee is convinced that with quality predominating pictures, annual production must be ceilinged at 70, because that number would be ample for present markets. However, the committee admits, when markets improve, it will be safe to increase yearly production.

The committee hopes to arrange with the Picture Production Workers Union (STPC) for fewer pictures, by convincing it that though at the outset there will be less work for its members, who include players, directors and technicians, eventually better pictures will spell prosperity and they will be better off than when they worked in a lot of box office failures.

Should STPC oppose this proposition, the big four, within a year, will not be financing any picture production. It now provides money for making most of the pictures produced in Mexico.

As the committee is so stone-cold to the "quickies" program that some producers enthusiastically embraced early this summer, expecting films made in two weeks each to swiftly fetch them cash, it is expected that the "quickies" proposition will die. The committee has decided not to finance any "quickies' as it does not believe that a really good picture can be made in a fortnight, especially on the mass production basis.

"Quickie" producers had been getting a $27,200 per picture anticipatory. As each of these pictures costs $25,600, there was an immediate $1,600 profit. The trade considers it doubtful that producers will venture "quickies" out of their own pockets.

Lippert Franchise To Rubin in N. Ohio

Special to THE DAILY

CLEVELAND, Sept. 19.—Bernard Rubin, head of Imperial Pictures, announces that he has acquired the Lippert Pictures franchise for the Northern Ohio territory. The deal becomes effective next week, when all Lippert properties will be moved to the Imperial offices in the Film Bldg. With the elimination of the Lippert branch, Imperial now becomes the only independent exchange in this area. Bernard Gardner, Paramount sales manager in Columbus until that city was added to the Cincinnati territory, has joined Imperial's enlarged organization in a sales capacity.

Leo Gottlieb, who has managed the Lippert office, will shortly announce his future plans. Academy Pictures, distributors of non-theatrical films which shared space with Lippert and 16 mm equipment will remain in its present location on Payne Avenue under the direction of Blair Mooney.

Recently Rubin and associates purchased from RKO the 1,200-seat RKO 105th St. Theatre.

First Runs for 'Key'

"Turn the Key Softly," a J. Arthur Rank production released by Astor Pictures, is getting first run dates. Following its run in New York, the picture played first run in Boston, Pittsburgh, Philadelphia, Chicago, Los Angeles, Washington and San Francisco.

'Dakotas' to Palace

"The Black Dakotas," Columbia's Technicolor frontier film, will have its New York premiere at the RKO Palace on Oct. 1.

Jack Arthur Named Canadian 'Pioneer'

Special to THE DAILY

TORONTO, Sept. 19.—"Pioneer of the Year," annual honor of the Canadian Picture Pioneers to an individual who has contributed importantly to the advancement of the motion picture theatre as national entertainment, is Jack Arthur, it was announced by N. A. Taylor, president. Arthur, show veteran whose career reaches back to the Primrose Minstrels and the show boats of the early 1900's, was chosen by a committee headed by J. J. Fitzgibbons, who received the award last year. He will be honored in November at a special dinner, which will be attended by film and theatre people from all parts of Canada.

Composed in 1916

In 1916, when the screen had neither sound nor color, Arthur introduced symphonic accompaniment, much of which he composed himself, for the moods of the film on the screen. Through special stage prologues to films and other live presentations he brought life and color to theatres. The scene of this activity was the Regent Theatre, Toronto, an old legitimate house known as the Majestic, which had been acquired by N. L. Nathanson and his associates in 1916 and refurbished into the city's first deluxe cinema as their initial venture.

Twenty-seven years ago he was musical director of the Toronto Hippodrome and 70 other Famous Players houses across the country. He directed orchestras and presentations at the Majestic, Loew's, Winter Garden, Regent, Hippodrome, Uptown, Imperial, and back to the Uptown as manager.

News Roundup

Buffalo Safe Rifled

Weekend receipts were stolen from a safe in an office of the Elmwood Theatre, Buffalo, recently. Albert A. Pierce of Ashland Avenue, Niagara Falls, who now operates the house, is conferring with the police. The safe had contained "three or four days' receipts," said Captain William H. Schneider of the Cold Spring station after a personal investigation.

■

Fire in Batavia Theatre

Fire broke out during a matinee performance in the Dipson Family Theatre in Batavia, N. Y., recently and about 60 patrons, mostly children, were ushered quickly from the building by employes. The damage was estimated at about $10,000. Manager John M. Oberle said the 30-year-old theatre was damaged so badly that it may be necessary to rebuild. It is owned by M. & D. Theatres, Inc.

■

Reeves Offers New Tape

A new long-playing, magnetic recording tape called Plus 50 has been introduced by Reeves Soundcraft Corp. It sells for less than standard acetate-base tape, yet is stronger and has a full-depth magnetic oxide coating, the company stated, pointing out that it will play 50 per cent longer than standard tape since each reel will hold 50 per cent more tape.

4 Reade Managers Win Drive Prizes

Managers of Walter Reade Theatres in Plainfield, Trenton, Perth Amboy and Woodbridge, all in New Jersey, were the prize winners in the fifth and final week of the "President's Drive" being conducted by the circuit, it was announced Friday by Edwin Gage, vice-president.

Top award for the fifth week went to Ann DeRagon, manager of the Paramount Theatre in Plainfield, and second to Michael Dorso, manager of the Lawrence Drive-In in Trenton. Special awards were given to Ted Davidson, city manager for Reade Theatres in Perth Amboy, and to Frank Dean of Woodbridge Drive-In Theatre.

The circuit will award more than $4,000 in cash prizes to its managers, in this special drive designed to honor Walter Reade, Jr., president. Weekly cash prizes have been given since the drive started in early August; final grand prizes will be awarded within a few weeks, Gage said.

Ruark Film Opens Here on Sept. 28

Robert C. Ruark's "Africa Adventure" will have its world premiere on Sept. 28 at the Trans-Lux Normandie Theatre here, it was announced yesterday by Walter Branson, RKO's world-wide general sales manager.

Producd in Pathecolor by Jay Bonafield for RKO-Pathe, the feature has a narration written and spoken by Ruark. "Africa Adventure" is an account of Ruark's recent safari.

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 57 NEW YORK, U. S. A., TUESDAY, SEPTEMBER 21, 1954 TEN CENTS

4 Features Set

Disney Lineup To Be Handled By Buena Vista

Announcement Reveals RKO Will Not Distribute

Feature product of Walt Disney Productions during the next two years will be distributed through Buena Vista, it was disclosed yesterday by Roy O. Disney, president of the producing organization, thus eliminating from the Disney distribution picture RKO Radio, which previously had handled Disney features. Buena Vista is a wholly-owned subsidiary of Walt Disney Productions.

In other areas of the world, distribution will be handled by nationals of all important countries in Continental Europe, Australasia and Japan. Disney has called all Buena

(*Continued on page 6*)

New Haven May Ban All Films Lacking MPAA Approval

HARTFORD, Sept. 20.—Connecticut film industry attention is focused on New Haven this week, with the state's second largest city scheduling a hearing for Wednesday night on a petition asking for banning of all films not approved by the Motion Picture Association of America.

The hearing will be held by the New Haven Aldermanic Committee on Ordinances.

A similar petition, specifically mentioning RKO's "French Line," was heard in July, but by the time the hearing was held, the attraction was no longer showing in New Haven, and the proposal was killed by committee.

RKO Extends Two Stock-Buy Deadlines

The board of directors of RKO Radio Pictures has extended until Dec. 31 the period within which stockholders may exercise their privilege of tendering stock to the corporation for redemption at $6 per share.

The board also authorized an extention until Dec. 15 of the period in which Howard R. Hughes may accept the offer previously made by the corporation to purchase from him, at $6 per share, all or any portion of

(*Continued on page 6*)

Rank's Davis Coming Here in November

LONDON, Sept. 20.—Further talks concerning the J. Arthur Rank Organization's complaints that its pictures are given inadequate playing time in American theatres are expected to be held when John Davis, JARO managing director, goes to New York in early November.

Rank said last week that when there is free convertibility of sterling Davis will be sent to the States to acquire as many theatres as may be needed to bring British films to the mass American audience.

Juvenile Curfew Proposed in Phila.

Special to THE DAILY

PHILADELPHIA, Sept. 20. — Councilman Paul D'Ortona has proposed an ordinance to establish an 11:00 P.M. curfew on Sundays through Thursdays and after midnight on Fridays and Saturdays for juveniles under 17 years of age so that they would not be permitted in "public places" — including streets, playgrounds, vacant lots and places of public amusement.

Fines ranging from $5 to $100

(*Continued on page 8*)

U-I Sets Coast Meet On Promotion Plans

Universal-International advertising, publicity and exploitation executives will gather at the Universal-International Studios next Monday for a series of conferences with vice-president David A. Lipton on promotional plans on U-I pictures to be released during the next few months and on long

(*Continued on page 8*)

For July and August

TAX YIELD OF 5 NYC CIRCUITS: $494,000

Two-Month Collection Indicates Estimate Falls Short of City's Hope of $5,500,000

By LESTER DINOFF

In a move to inform New York City officials that the five per cent amusement tax collected during July and August is not indicative of the year-round business, five major theatre circuits with 143 representative houses in the five boroughs reported yesterday to the City Tax Collector amusement taxes totalling approximately $494,000, including the tax breakage of $87,600 which the local exhibitors withheld pending determination of the legality of the city levy by the courts.

Exhibitor spokesmen, reflecting on City Budget Director Russell Beame's expected revenue of $5,500,000 from New York City theatres yearly, stated that "the yearly tax on theatre admissions will be in the neighborhood of $4,000,000. The 143 theatres include houses on Broadway and in neighborhoods. The remaining 290 theatres should at least equal or be near $400,000 in taxes for July and August.

One important exhibitor stated that business always booms during the summer months with air-conditioning and vacationers boosting box-offices.

(*Continued on page 8*)

New Contract For Johnston

A four-year extension of Eric Johnston's contract with the Motion Picture Association of America has been reportedly tendered and accepted, it was learned here yesterday.

Eric Johnston

The extension was said to bring MPAA president Johnston's contract expiration date from 1958 to 1962. His present contract expires in 1958.

The reported acceptance of a new contract extension came in the wake of denied reports that Thomas Dewey, retiring Governor of New York, had been offered the top MPAA post. The

(*Continued on page 8*)

At Paramount, Victoria

'Star is Born' in Record Scale, New Policy Here

By MURRAY HOROWITZ

A twin Broadway engagement for "A Star Is Born" has been set here, with record admission prices slated to be charged at the Paramount and Victoria, the two theatres which will begin the run of the picture on the night of Oct. 12.

Ben Kalmenson, Warner Brothers vice-president in charge of distribution, announced that the formal New York two-theatre premiere will take place the evening of Oct. 11.

At the same time, Edward Hyman, vice-president of American Broadcasting-Paramount Theatres, disclosed Paramount plans for the picture. He stated that admission prices will be hiked to a $2.30 high for weekend evenings, representing the highest price ever charged for a film by the Para-

(*Continued on page 8*)

Postponements Plus Refunds Marred TV Gross of Title Bout

The closed circuit telecast of the Rocky Marciano-Ezzard Charles heavyweight title fight did not set any theatre business records because the Theatre Network Television presentation was hindered by mechanical failures about the country and by ticket refunds due to the two postponements of the International Boxing Club promotion.

Despite the technical difficulties in

(*Continued on page 11*)

Skouras Here for Wall Street Meet

Charles P. Skouras, president of National Theatres, accompanied by NT executives, has arrived here from the Coast for a meeting with representatives of Wall Street brokerage firms.

The meeting, which will be held on Thursday, was requested by officials

(*Continued on page 8*)

Personal Mention

WILLIAM J. HEINEMAN, United Artists vice-president in charge of sales has arrived in Hollywood from New York.

•

E. S. Gregg, president of Westrex Corp.; H. B. Allensmith, vice-president, and R. O. Strock, commercial engineering manager, have arrived in Hollywood from New York.

•

Jules Lapidus, Warner Brothers Eastern and Canadian division sales manager, is in Pittsburgh today from New York and will be in Buffalo Thursday.

•

D. A. Doran, executive assistant to Don Hartman, Paramount Pictures executive producer, left New York by plane last night for London.

•

Morton Schwam, of the 20th Century-Fox exploitation department, has returned to New York from a 12-week cross-country tour.

•

Joseph Shulman, attorney for Shulman Theatres, Hartford has returned there with Mrs. Shulman from Los Angeles.

•

Sidney Schreiber, Motion Picture Association of America general counsel, is due in New York from Europe on Thursday.

•

John Ireland and his wife, Joanne Dru, will arrive in New York from Europe today aboard the "Queen Mary."

•

Harry Fellerman, manager of Universal's special films division, will leave here today for Boston, returning Friday.

Technicolor Starts Building in France

Construction of the first buildings for the French Technicolor plant has started on ground broken at Joinville, France, just outside of Paris.

Dr. Herbert T. Kalmus, president and general manager of Technicolor Motion Picture Corp., reported that several Technicolor Hollywood engineers are at Joinville. They are cooperating in the construction of the new plant and in the design and installation of its equipment.

Doctor Kalmus said that it is anticipated that the new plant being erected by the Technicolor affiliate, Societe Technicolor, will have an annual capacity of at least 70,000,000 feet of positive release prints. Release print production is expected to commence some time in 1955 and will represent a further contribution to Technicolor world-wide service.

Business arrangements for the new French plant are patterned after the Technicolor Company's British affiliate, Technicolor, Ltd. and should similarly contribute to the earnings of the parent company, Technicolor, Inc., Kalmus said.

Kerasotes Asserts Distributors Should Assist Exhibitors in Selling Product

SPRINGFIELD, Ill., Sept. 20.—"The distributors should exert all their efforts to assist exhibitors in selling their product in a showmanship manner to the theatre-going public, rather than exercising all their efforts to secure unreasonable and unequitable film rentals," declared George Kerasotes, vice president of the United Theatres of Illinois, at a regional meeting of the group held at the Leland Hotel here.

George Kerasotes

"Higher rentals result from higher grosses. However, securing high percentage terms does not necessarily or ultimately result in high film rentals. The distributor has erroneously reasoned that he has completed his performance of contact by selling the exhibitors a valuable motion picture at high terms.

Asks Full Cooperation

"Paradoxically as it seems, the distributor has another important function to perform. He must co-operate with the exhibitor in selling his pictures to the public, not only on the national level, but also on the local level.

Kerasotes said that no exhibitor spending 40 per cent to 50 per cent of his gross for film rental should be expected to spend 100 per cent of the cost of advertising, claiming that the exhibitor's margin of profit is too small to risk a large advertising expenditure. "We have all played motion pictures that our patrons enjoyed, but only a few attended," he said, adding that "possibly this could be averted by carefully planned showmanship."

Cites Exhibitors' Disappointment

"Many exhibitors," he continued, "disappointed in the terms they have paid for product, are reluctant to exert any effort to exploit properly a high percentage picture. No exhibitor will complain about high rentals if his gross is high enough to cover his expenses and return him an equitable profit. The only fair method of selling motion pictures on percentage is the sliding scale, equitable to distributor and exhibitor, and the scale should apply to all percentage features and not just the mediocre ones. Most distributors are deviating from sliding scale deals in the present market. Distributors are announcing changes in scales with 35/40 per cent minimum, and new split figures so they can earn 50 per cent on their features, notwithstanding that the unfair rental will eventually destroy their source of revenue—the theatres.

Restates Three Factors

"A successful motion picture theatre is a combination of three important elements. These are elementary but must be re-stated as they are too easily overlooked or forgotten by some of our over zealous sales executives. A successful motion picture industry must first have good product in sufficient quantity. We are grateful for the better product that our producers are supplying us. However, production has miscalculated the market by reducing the supply of features. Today, there is only sufficient product to supply their needs. One hundred more pictures of good quality could easily be absorbed by the theatres. The second important factor, necessary for a successful industry, is showmanship. This has been sadly neglected by both exhibitors and distributors. They have not understood or used to its fullest extent the new medium of TV. Notwithstanding, Long Long Trailer and Dragnet have to our surprise and bewilderment performed outstandingly. "Roman Holiday" and "Stalag 17" did more business after the telecast of the Academy Awards, which had to be sponsored by General Motors, an outsider as far as our industry is concerned. The third factor is: an inviting and comfortable theatre with the latest innovations in equipment and appointments.

Welcomes Innovations

"Theatre-going must be an event. Good courteous service, comfortable seats, and good projection and sound are essential to a successful theatre. We are desirous of more realism and welcome any new innovation that will stimulate our business. However, the theatre must be able to earn sufficient income to afford these innovations. Many are deterred from purchasing new equipment because of the high film rentals asked."

Saratoga Village, Frederick, Md., Has New Name for a Week: It's 'Brigadoon'

Special to THE DAILY

WASHINGTON, Sept. 20.—Residents of Saratoga Village, in Frederick, Md., will change the name of their community to Brigadoon this week.

When M-G-M sent out a call for the "happiest village in the U.S.A.," as part of its publicity program for the picture "Brigadoon," Saratoga Village decided to answer it. M-G-M promptly decided that Saratoga Village fit the bill and the name-changing ceremonies will take place on Wednesday.

After the ceremony the "Brigadoonites" will celebrate with a barbecue and a trip to Washington to see a private showing of "Brigadoon."

Israel Head Lauds Balaban for Service To Int'l Relations

President Itzhak Ben-Zvi of Israel has asserted that the people of his country were "reassured as to our future relations with the United States" due to the efforts of American communal leaders such as Barney Balaban, president of Paramount Pictures.

The Israel President expressed his views in a cable to the Metropolitan Council of B'nai B'rith, which is sponsoring a testimonial in tribute to Balaban next Sunday at the Waldorf-Astoria Hotel. The testimonial will honor Balaban for his "35 years of dedicated service to B'nai B'rith and to his fellow man" by providing $1,000,000 for the economic development of Israel through sales of State of Israel Bonds.

"I extend my warm greetings to Barney Balaban on the occasion of the B'nai B'rith dinner in his honor," President Ben-Zvi declared in his cable. "Mr. Balaban's efforts on behalf of the cause of Israel have been of great benefit to the State and the people of Israel.

'I Am Reassured'

"I am reassured as to our future relations with the United States and its Jewish community based as they are on achievements of such an outstanding leader.

"The role of B'nai B'rith in deepening the understanding of the values of Judaism in the American community is of vital importance for continuation of a free Jewry proud of its eternal heritage.

"In commending Mr. Balaban and B'nai B'rith, I extend my warmest wishes for continued success in the future in our building together of a free and independent Homeland for our people."

Mrs. Mildred Madden, 30

BOSTON, Sept. 20.—Mrs. Mildred Madden, 30, wife of William Madden, newly appointed branch manager of M-G-M in Philadelphia, died at New England Baptist Hospital here of toxemic poisoning. Funeral services will be at Waters Funeral home in New York on Wednesday.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"BRIGADOON"
in Color and CinemaScope starring
GENE KELLY • VAN JOHNSON
CYD CHARISSE with ELAINE STEWART
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

Robert TAYLOR • Janet LEIGH • George RAFT
ROGUE COP
COOL PARAMOUNT B'WAY at 43rd ST.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor. Published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building. William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street. Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111 Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address. "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

watch

"SHANGHAI STORY"

in

NEW ENGLAND

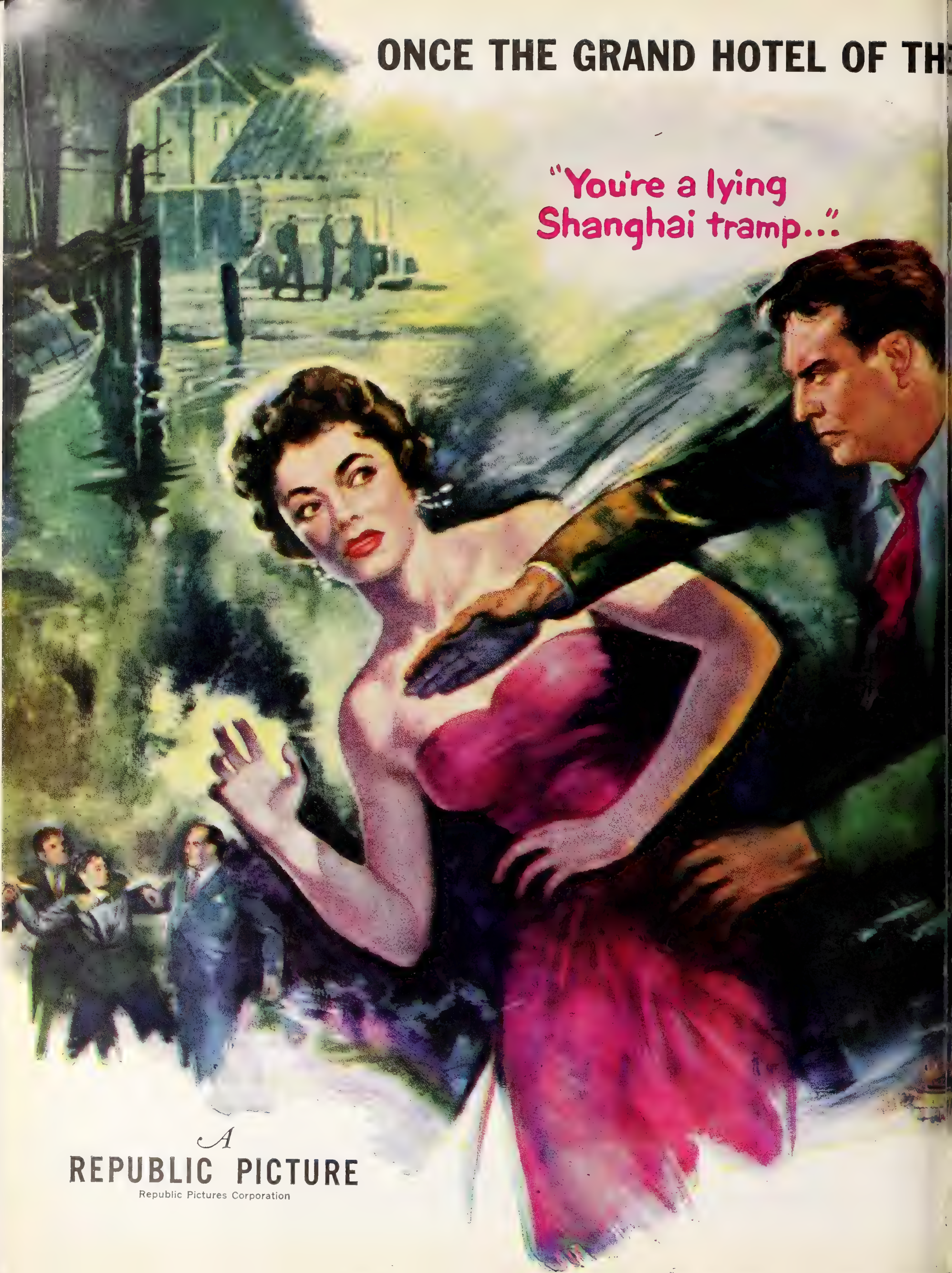
SEPTEMBER 22
thru
OCTOBER 10

BIGGEST DAY and DATE

CAMPAIGN IN

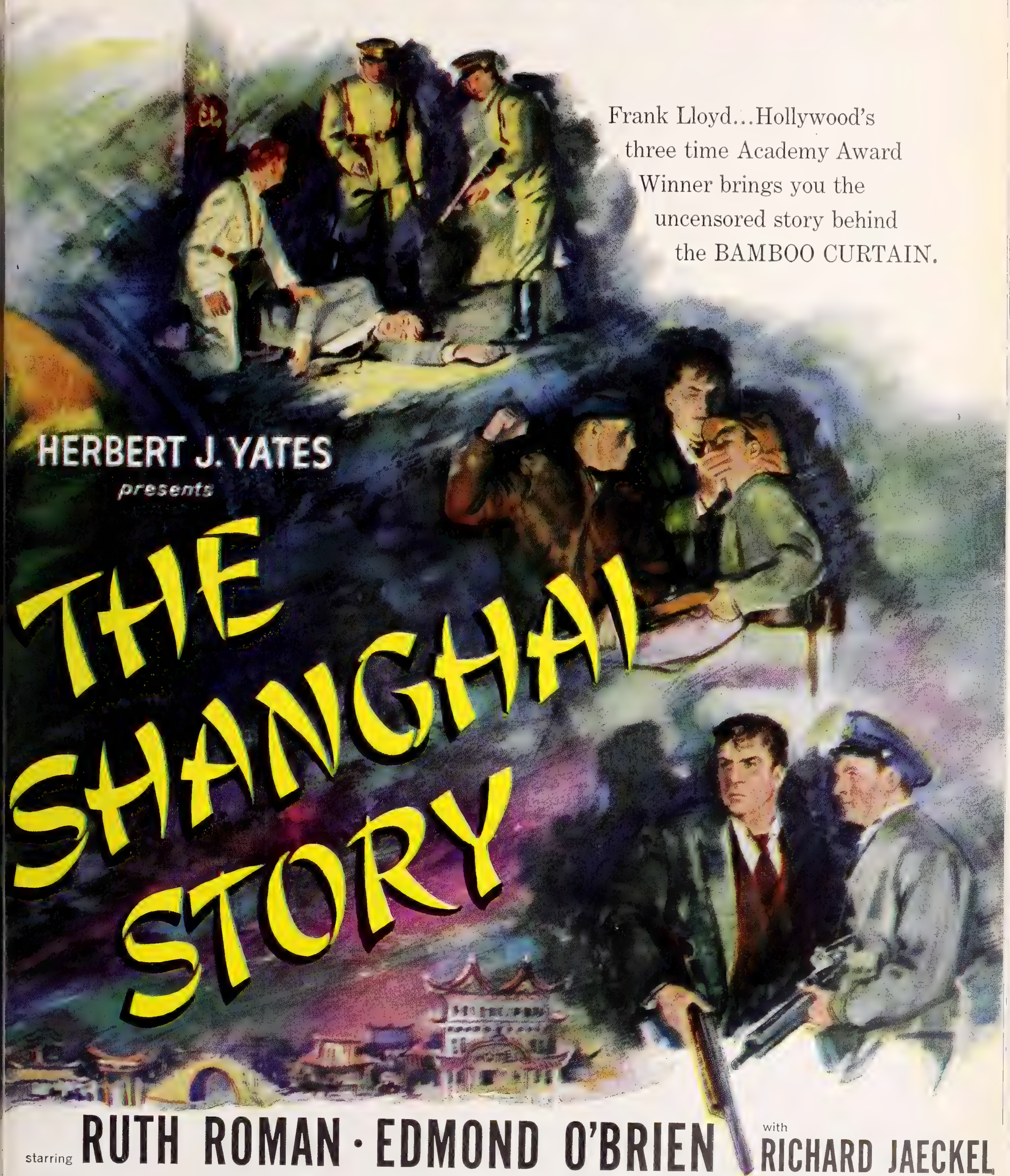
REPUBLIC HISTORY

ONCE THE GRAND HOTEL OF TH


"You're a lying Shanghai tramp..."

A
REPUBLIC PICTURE
Republic Pictures Corporation

RIENT...NOW A BRUTAL CONCENTRATION CAMP!


HERBERT J. YATES
presents
THE SHANGHAI STORY

Frank Lloyd...Hollywood's
three time Academy Award
Winner brings you the
uncensored story behind
the BAMBOO CURTAIN.

starring **RUTH ROMAN · EDMOND O'BRIEN** with **RICHARD JAECKEL**

BASIL RUYSDAEL · JANINE PERREAU · BARRY KELLEY · PHILIP AHN

Screen Play by SETON I. MILLER and STEVE FISHER • Based on the story by LESTER YARD

Associate Producer and Director **FRANK LLOYD**

People

Sam Pinanski, president of American Theatres Corp. of Boston, has been reappointed a member of the board of trustees of the Lowell Technological Institute. The appointment for three years marks the fifth term to which he has been named by G. C. Harter.

□

Kenneth Cooper has been appointed Ontario sales manager of Associated Screen News of Canada. Cooper formerly was with "Reader's Digest."

□

Jack Bernstein, who recently resigned as branch manager of RKO Radio Pictures in Cleveland, will be the guest of honor at a dinner to be held there on Oct. 11.

□

Walter Griswald, booker for Republic Pictures in Atlanta, has been appointed office manager for Howco Film Exchanges in that city.

□

Horace Shock, pioneer drive-in operator in the Lima, O., area, has sold his Lima, Sharon and Gloria drive-ins to Wick Theatres, Inc. Shock will devote his time exclusively to the construction and operation of super-markets in Lima.

□

William (Snake) Richardson, president of the Astor and Capital exchanges in Atlanta, is a new grandfather, his son's wife having given birth to a baby girl.

□

P. J. Buchieri, manager of the Lyric in Hartford, is being transferred by the Hartford Theatre Circuit to its Art Theatre, 850-seat foreign film outlet, which will reopen on Friday after having been closed for the summer.

□

Nick Kounaris and **Paul Tolis** have postponed the opening of their $150,000, 950-car drive-in at Meriden, Conn., until next spring.

□

Charley Lester, Southern district manager of National Screen Service, is back home in Atlanta after a siege in the hospital.

□

J. P. Byrne, M-G-M Eastern sales manager, is holding a series of one-day meetings with branch managers and salesmen at their exchange offices.

"Outcast" to Baronet

"Outcast of the Islands" has started a limited engagement at the Baronet Theatre as the third film in the current Carol Reed Festival. Starring Sir Ralph Richardson, Trevor Howard and Kerima, the Technicolor film by Joseph Conrad had its American premiere in New York in 1952.

President in Appeal For Aid to Koreans In Compo Trailer

Starting the week of Oct. 4, from theatre screens, President Eisenhower will personally ask the theatre audiences to contribute whatever they can afford to help the Koreans to help themselves.

The President's appeal is in connection with the nationwide theatre audience collection being conducted beginning the week of Oct. 4, or thereafter, under the sponsorship of the Council of Motion Picture Organizations.

The trailer, which was made by Fox Movietone News, is being distributed by the National Screen Service, together with press books. Robert W. Coyne, special counsel for COMPO, described the President's appeal on behalf of the Korean people as an inspired, sincere and direct message. It is as follows:

Called 'Heart-Warming'

"Last year, the theatre-goers of America, in response to a request from me, contributed more than $1,000,000 to relieve suffering in war-torn Korea. This instance of American generosity was a heart-warming demonstration of our people's sympathy for the suffering and sacrifice borne by the people of Korea. Moreover, these dollars, freely given, are much more important than any tax dollars that might be granted by the Congress, for this voluntary gift establishes a personal bond with the Korean people that is based on goodwill rather than on governmental obligation.

"The rehabilitation of Korea has only started. We must not permit it to lag. It is my earnest hope that all of you will again contribute generously to the American-Korean Foundation so that the vital work of rebuilding Korea, and the restoration of hope and dignity to Korean lives, may go on."

Name Committee for Testimonial Dinner Honoring Lou Cohen

HARTFORD, Sept. 20. — J. F. McCarthy, Connecticut district manager for Stanley Warner Theatres and general chairman of the Oct. 4 testimonial dinner, honoring Lou Cohen, Loew's Poli manager, and Mrs. Cohen, has disclosed the following working committee:

Johnny Anderson, H. V. Anderson, Elliott Barnett, Lou Brown, Harry Browning, Tom Carey, Robert Carney, James F. Clancy, Frederick R. Coles, John DiBenedetto, William A. Dower, Jack Downey, Harry Feinstein, Hy Fine, Russell Grant, Michael J. Godfrey, Fred R. Greenway, Sam Harris, Lee Isenberg, Sidney Kleper, George E. Landers, C. J. Lawler, Albert S. Lessow, Norman Levinson.

Herman M. Levy, Reuben K. Lewis, William Linnane, Clem McCullum, Ray McNamara, Bernie Menschell, Henry L. Needles, Charles North, Alfred N. Premo, Andrew E. Reilly, Irving S. Richland, Michael C. Rogers, Harry Rose, Morris Rosenthal, Jack Sanson, Matt Saunders, William M. Savitt, Harry F. Shaw, Maurice W. Shulman, Bob Steele, John Sudarsky, Henry Thomas, James M. Totman, Allen M. Widem, Thomas S. Wilson.

Event, slated for Statler Hotel, will mark Cohens' 35th wedding anniversary and Mr. Cohen's 35th year in show business.

Robins Acquires Theatre

DETROIT, Sept. 20.—Ben Robins, former manager of Universal International Pictures here, has taken over the lease of the Alhambra Theatre from Kilbride & Hiller and will personally manage it. Extensive alterations and changes have been made in the theatre, including the installation of Cinemascope. Robins will announce the acquisition of one or two more theatres shortly.

Review

"Four Guns to the Border"

(*Universal*)

SKILLED in making westerns which appeal to the general public, Universal has here a good piece of merchandise which should entice the loyal customers. In addition to the always-imminent threat of Indian attack, the real villain turns out to be the hero, after a fashion.

He is Rory Calhoun, a young and daring gunslinger, who heads a small outlaw team that depends on their living from other people's earnings. Needing money, the little band picks as their next target the town of Cholla. His boyhood friend, now sheriff, once chased him out of town and he plans to decoy the planned bank robbery by deliberately planning a fight with him.

The ensuing fisticuff's are wild and lusty and end up in a draw, but not before Calhoun's cohorts have looted the bank. Their problems would seem to be solved, temporarily at least, except for the fact that they encountered a reformed gunslinger and his daughter heading for home in Shadow Valley. Calhoun and the girl get involved in a romance which is quickly squelched by papa. But when the two of them are ambushed in Indian country, Calhoun and his men join them in warding off the attack.

A posse, hard on their heels, scare the Indians away, but not before Calhoun is wounded badly and the other men are dead. The rest of the picture details the girl's pleas for him to reform and his stubborn resistance until the final showdown.

The best performance is turned in by the veteran Walter Brennan as the erstwhile outlaw. Newcomer Colleen Miller (featured recently in "Playgirl") plays the girl and George Nader, John McIntire and Jay Silverheels are seen as the other gunslingers. Nina Foch, in an effective bit, plays the sheriff's wife while Charles Drake is properly stalwart as the sheriff.

The color by Technicolor is as delightful to behold as ever and Richard Carlson, the actor, directed it, balancing the violence and romance nicely. William Alland produced and George Van Marter and Franklin Coen wrote the script from a story by Louis L'Amour.

Running time, 82½ minutes. General classification. For November release.

Disney

(*Continued from page* 1)

Vista officials and sales personnel to the Disney studio in Burbank today for a sales convention. The entire feature product of the Company will be screened. In this group of films will be Disney's highest budgeted all live action feature in CinemaScope, Jules Verne's "20,000 Leagues Under The Sea" featuring Kirk Douglas, James Mason, Paul Lukas and Peter Lorre. The Verne classic is scheduled for release at Christmas time.

Next on the release schedule will be "Lady and the Tramp," first all-cartoon CinemaScope feature to come out of Hollywood. It is scheduled for release at Easter time.

"Sleeping Beauty," Disney's second all-cartoon feature in CinemaScope now well into production, is the third top-rated film scheduled for distribution by Buena Vista under the arrangements just concluded.

Buena Vista Film Distribution Co. was organized about a year ago as a wholly owned Disney subsidiary to distribute Disney's first feature length True-Life Adventure, "The Living Desert." Currently Buena Vista is distributing "The Vanishing Prairie," second True-Life Adventure feature.

Third in this series of outstanding nature features due for release by Buena Vista is "The African Lion" now nearing completion after three years of filming in the African wilds.

Increased activities by Buena Vista will eventually necessitate the enlarging of its forces throughout the country, but this will be done gradually, it was said. National Film Service with offices in all key areas in the United States will continue to handle the physical distribution of the Disney product.

RKO Extends

(*Continued from page* 1)

the 1,262,120 shares of stock owned by him.

In a statement to its stockholders, the company pointed out that there have been tendered by stockholders for redemption a total of 951,810 shares, leaving still outstanding 2,963,103 shares of the company, including the 1,262,120 shares registered in the name of Hughes and 884,900 registered in the name of Atlas Corp.

Neither Hughes nor any other stockholder, the statement said, is required to tender his shares to the company, and may refrain from so doing.

Neither Hughes nor Atlas Corp., the statement revealed, has indicated to the company whether they will tender any stock, but Atlas, it was stressed, has given the company assurances that it will refrain from tendering stock for redemption to the extent necessary to avoid any impairment of the capital of the company which might result from the purchase of stock from Hughes.

Title Changes

TORONTO, Sept. 20.—A memorandum of the Ontario Board of Moving Picture Censors has noted the change of title of five features as follows: "Clouds Over Europe" to "The Spy"; "Four-Sided Triangle" to "Monster and the Woman"; "Home at Seven" to "Murder on Monday"; "Mistress of Treves" to "Captain of the Crusaders," and "The Net" to "Rossana." The last two have been classified Adult Entertainment.

"Hoot!
Show-mon!
It's
Sensational!"

"BRIGADOON" BIG!

FIRST 4 DAYS AT MUSIC HALL ALMOST EQUAL TO THE 21½-YEAR RECORD-HOLDER "SEVEN BRIDES"!

CHICAGO'S BIGGEST IN 17-YEAR HISTORY OF McVICKERS! ***(Previous record-holder "Seven Brides"!)***

IN LOS ANGELES IT'S TERRIFIC!

M-G-M, PRODUCER OF THE SCREEN'S GREATEST MUSICALS DOES IT AGAIN!

(And will do it again with "Deep In My Heart"!)

M-G-M presents "BRIGADOON" in CinemaScope • Starring Gene Kelly • Van Johnson Cyd Charisse • with Elaine Stewart • Barry Jones • Albert Sharpe • Screen Play, Book and Lyrics by Alan Jay Lerner • Music by Frederick Loewe • Color by Ansco Directed by Vincente Minnelli • Produced by Arthur Freed

(AVAILABLE IN PERSPECTA STEREOPHONIC OR ONE-CHANNEL SOUND)

Tax Yield

(*Continued from page* 1)

"However, for the rest of the year, New York City exhibitors will have slack business except at the Easter period and the Christmas-New Year vacations," he said.

The five major circuits, Loew's, RKO, Skouras, Century and Brandt, have forwarded an approximate $406,400 to the city tax office and withheld $87,600 as allowed by the temporary injunction which was issued by Supreme Court Justice Nicholas M. Pette and enlarged to cover all theatres seeking to become parties to the current suit against the city by Supreme Court Justice Charles S. Colden. The theatre circuits, collectors of the tax for the city, have posted bonds as security for the tax breakage per court instruction.

$188,400 from Loew's

The Loew's Theatres circuit with 45 houses around New York City reported a total tax on admissions during July and August, a 62-day period, totaling $188,400. Computed against an undisclosed gross, the admission tax was 5.2 per cent, an official of the circuit said, Loew's forwarded $157,000 to the city tax collector retaining $31,000 as the tax breakage amount.

RKO Theatres, 25 in all, reported a total tax of an approximate $125,000, retaining $25,000 as the tax breakage and forwarding $100,000 to the city coffers. The 21 Skouras Theatres forwarded to the city $39,800 and kept $8,200 as tax breakage. The 21 Century Theatres in New York City forwarded a tax of $38,600 and held a tax breakage of $8,400 by posting a bond. Brandt Theatres, 31 in all within the city boundaries, reported a total tax of $85,000 and returned $70,000 to the city tax office.

Most of these circuit theatres, playing first, second and third runs on films, have had an excellent summer business but usually slack off considerably during the remaining 10 months of the year.

Confirms Exhibitors' Estimate

Beame, in late June prior to the five per cent amusement levy become law, stated that the 430-odd theatres about the city should return to the city in taxes an estimated $5,500,000 yearly with all amusement sources turning in a yearly revenue of about $17,000,000. New York City exhibitors, at that time, notified Mayor Wagner and other city officials that the revenue from theatres alone would total $3,500,000 to $4,000,000 yearly.

A summary prepared this week by City Treasurer George M. Bragalini showed that the amusement tax, which became effective July 1, yielded only $78,183 in the first two months. These collections are from transient amusement operators. No indication of the normal yield from the tax, due yesterday, will be available until sometime next week.

Postpone Council Meet

HOLLYWOOD, Sept. 20. — The AFL Film Council has postponed its regular Tuesday meeting in order that its members may attend the AFL convention in progress here.

Godfrey to Direct 'House'

HOLLYWOOD, Sept. 20. — Stirling Silliphant and John Bernwell has signed Peter Godfrey to direct their "Five against the House."

New Price Policy for 'Star Is Born'

(*Continued from page* 1)

mount and the highest ever charged on Broadway other than the $2.50 general admission price record set by the Roxy for "The Robe."

The Victoria will have the same price scale as the Paramount, it was learned.

To Open at Dawn

Tickets for the premiere night will be priced at $5.75 each. The Paramount will begin its advance sale of premiere night tickets at the weekend.

Following the premiere, the Paramount plans to open its doors at 5:00 A.M. to handle the expected crowds and keep open 24 hours through Columbus Day. The Victoria Theatre may adopt a similar policy, a spokesman said.

Judy Garland, the star of the picture, will be on hand for the premiere at the Paramount, it was stated. Lobby interviews will be staged at the Victoria, it was learned.

Scale of Prices Set

The tentative admission scale for the 3,650-seat Paramount and 811-seat Victoria was said to be as follows: from opening to 1:00 P.M., $1.50; from 1:00 to 3:00 P.M., $1.85; from 5:00 P.M. to closing $2.00 and $2.30 on holidays and weekends.

Both theatres, it was stated, plan as many performances as possible, with earlier openings slated.

Hyman, who left here yesterday to attend the annual meeting of AB-PT at Shawnee-on-the-Delaware, Pa., is exnected to proceed to the Coast following the meeting.

Big TV and News Play Set for 'Star'

HOLLYWOOD, Sept. 20.—Extensive television and press coverage has been set for the world premiere of "A Star Is Born" which is scheduled to be held at the RKO Pantages Theatre here on Sept. 29.

A new Northern California TV hook-up for the first time will effect state-wide coverage of a film premiere. In order to accommodate newsmen, a press room in the theatre has been provided.

U-I Meeting

(*Continued from page* 1)

range promotional planning on pictures currently in production.

The promotional planning will include "Sign of the Pagan," U-I's second CinemaScope picture in Technicolor; the Technicolor musical "So This Is Paris"; the J. Arthur Rank Organization-Schlesinger Organization Technicolor film, "West of Zanzibar"; the new James Stewart starrer, "The Far Country" in Technicolor; "Destry," the Technicolor remake of the James Stewart-Marlene Dietrich film, and "Six Bridges to Cross."

Long-Range Plans for Four

Long range planning will be developed on "The Shrike" starring Jose Ferrer and June Allyson; "To Hell and Back" in CinemaScope and Technicolor, based on Audie Murphy's novel of his own World War II experiences; "Foxfire," in Technicolor starring Jeff Chandler and Jane Russell, and "Man Without a Star" in Technicolor, starring Kirk Douglas and Jeanne Crain.

Attending from New York will be Charles Simonelli, Eastern advertising and publicity department manager; Philip Gerard, Eastern publicity manager; Jeff Livingston, Eastern advertising manager; Herman Kass, Eastern exploitation manager; John Horton, Washington representative; Ben Katz, Midwest field exploitation representative, and Robert Gillham of Cunningham and Walsh, Universal's advertising agency.

The studio group will include Clark Ramsay, executive assistant to Lipton; Sam Israel, studio publicity director; Jack Diamond, assistant studio publicity head, and Archie Herzoff, studio advertising and promotion manager.

Skouras Here

(*Continued from page* 1)

of brokerage firms which have acquired an estimated 250,000 shares of NT stock in recent months. Skouras is expected to discuss NT policies and loan conditions affecting dividend payments at the meeting.

Following the meeting, the NT president plans to hold a press conference.

Accompanying Skouras east are John Bertero, NT general counsel; Edward Zabel, NT general manager, and John Lavery, assistant to Skouras.

U.K. Sends 2 for Film Pact Talks

By Staff Correspondent

LONDON, Sept. 20. — Board of Trade delegates to the Anglo-American film agreement talks in Washington beginning next Monday are Sir Frank Lee, permanent secretary to the board and Mrs. P. B. M. James of the Board's Films Division and secretary to the Cinematograph Films Council.

Sir Frank is in the States now. Mrs. James will fly direct to Washington on Friday.

F. W. Allport, Motion Picture Association of America manager here, also is in America from here to attend the talks. He will be away from London for about two months in all.

Film Council to Map Festival Plans

Dr. Paul A. Wagner, president of the Film Council of America, will discuss plans for the American Film Assembly and the "Golden Reel Film Festival" at the monthly luncheon meeting of the New York Film Council tomorrow.

The festival and assembly meetings will be held at the Waldorf-Astoria Hotel here on April 4-8. The best non-theatrical motion pictures of the year will be selected. The New York Film Council will serve as host to these meetings, according to J. R. Bingham, president and its members will serve on the various sub-committees responsible for the assembly and festival functions.

The New York Film Council is an organization of producers, distributors and users of educational, industrial and entertainment films in the metropolitan area.

U.K. Special Films Labor Pact Reached

LONDON, Sept. 20. — An agreement has been reached here settling the dispute between the Association of Specialized Film Producers and the Association of Cinematograph and Allied Technicians.

Under the agreement, announced by the Ministry of Labor, ACT withdraws immediately its ban on overtime work imposed last Aug. 2, and ASFP agrees to pay, retroactive to Aug. 9, salary increases in accordance with its offer of July 20. About 55 producers of shorts and documentaries and 1,000 employes are affected.

JohnstonPact

(*Continued from page* 1)

MPAA here would not officially confirm that Johnston's contract had been extended another four years, but indications were that official confirmation will be forthcoming in another few days in the form of an MPAA board announcement.

It was understood that the new contract was offered to Johnston shortly after the Sept. 13 MPAA board meet here and was accepted by him thereafter although the papers still have to be signed.

Juvenile Curfew

(*Continued from page* 1)

would be imposed on parents who permitted their children to violate the curfew law after having received formal notice of one violation.

Police Commissioner Thomas J. Gibbons has come out in favor of the proposed law. He has pointed to the success of such a curfew during World War II which was enforced in the center city area as a police regulation. It had been put into effect to prevent youngsters from congregating in all-night theatres, barrooms, amusement places and similar centers.

Some civic leaders, including former Judge Nochem S. Winnet, chairman of the Crime Prevention Association, oppose the law.

Hearings on the proposed ordinance will begin before the Committee on Public Safety on September 28.

'Angelika' Sept. 24

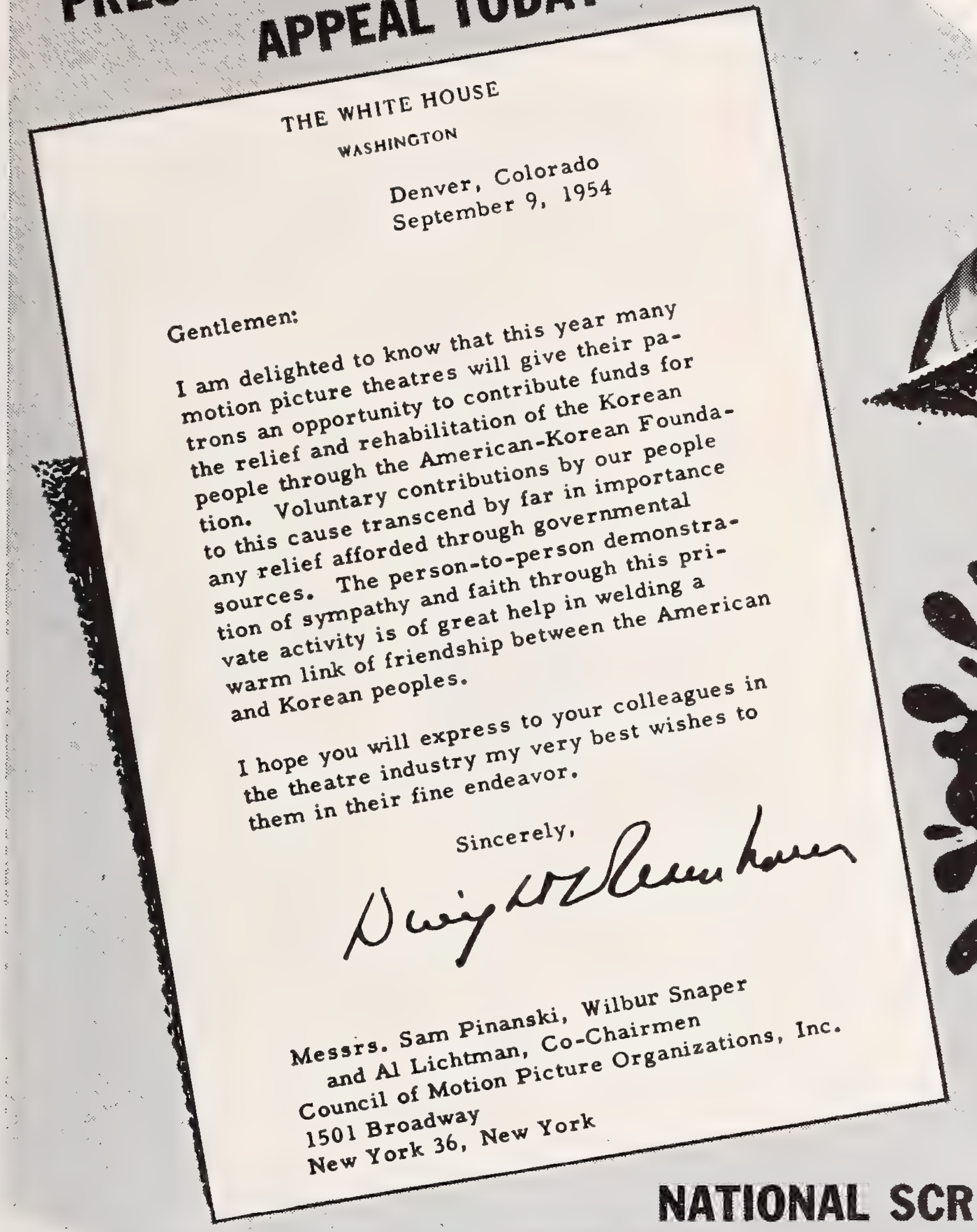
"Angelika," starring Maria Schell, will have its American premiere Friday at the 68th St. Playhouse, here. Joseph Brenner Associates is distributing.

Kramer Hates It But It's Business

Although a Yankee fan, the showman in Sidney Kramer, RKO's short subjects sales manager, has come to the surface. So, the RKO-Pathe Sportscope, "Bat Boy," which revolves around the Cleveland Indians is being hurried into immediate release with instructions to branch staffs to plug the exploitation potentials for World Series time.

PLEDGE YOUR THEATRE TODAY!

ANSWER PRESIDENT EISENHOWER'S APPEAL TODAY



THE WHITE HOUSE
WASHINGTON

Denver, Colorado
September 9, 1954

Gentlemen:

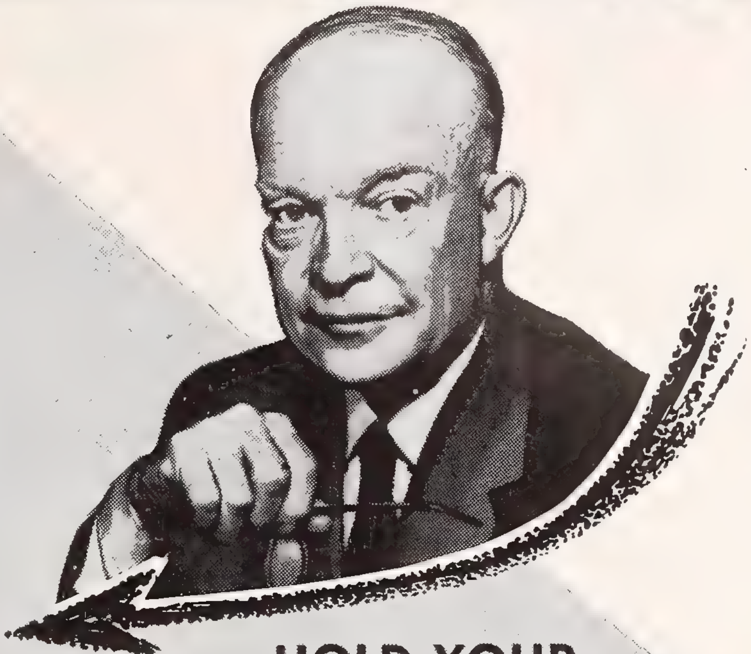
I am delighted to know that this year many motion picture theatres will give their patrons an opportunity to contribute funds for the relief and rehabilitation of the Korean people through the American-Korean Foundation. Voluntary contributions by our people to this cause transcend by far in importance any relief afforded through governmental sources. The person-to-person demonstration of sympathy and faith through this private activity is of great help in welding a warm link of friendship between the American and Korean peoples.

I hope you will express to your colleagues in the theatre industry my very best wishes to them in their fine endeavor.

Sincerely,

Dwight D. Eisenhower

Messrs. Sam Pinanski, Wilbur Snaper
and Al Lichtman, Co-Chairmen
Council of Motion Picture Organizations, Inc.
1501 Broadway
New York 36, New York



HOLD YOUR THEATRE AUDIENCE COLLECTIONS

WEEK OF

OCT. 4th 1954

OR THEREAFTER

SIGN THIS PLEDGE–

MAIL TODAY!

TO YOUR

NATIONAL SCREEN SERVICE EXCHANGE

COLLECTION PLEDGE

In response to President Eisenhower's request, I will play the trailer containing his plea for contributions to the American Korean Foundation to "help Koreans to help themselves" and will conduct audience collections for this cause at all performances in my theatre during the week beginning Monday, October 4th, 1954 or (......................)
date that suits your convenience best

Name...................... *Theatre......................

City...................... State......................

Exchange...................... Date......................

*If a Theatre Circuit, please list theatres on a separate sheet of paper

HELP
KOREANS
TO
HELP
THEMSELVES!

Cinema Lodge Fund Committee Named By Youngstein

A committee of 31 persons in the home offices of the film companies, New York exchanges, circuits, independent theatres and the other branches of the entertainment industry has been named by chairman Max E. Youngstein, vice-president of United Artists, to aid in the 1954 fund-raising drive of New York's Cinema Lodge of B'nai B'rith—the sale of 500 contribution share certificates at $25 each with one of the purchasers to receive a 1954 four-door Cadillac sedan.

The committee from the home offices of the film companies consists of Leo Jaffe, Columbia; Irving H. Greenfield, M-G-M; W. C. Gehring, 20th Century-Fox; Monroe Goodman, Paramount; Bernard Goodman, Warner Brothers; Milton Livingston, Universal; Leon Bamberger, RKO Radio, and Bernard Kranze, United Artists. New York exchange representatives are Joseph Sugar, UA; Myron Sattler, Paramount; Len Gruenberg, RKO; Abe Dickstein, 20th-Fox; Saal Gottlieb, M-G-M; Saul Trauner, Columbia, and Ben Abner, Warners.

Radio, TV Represented

Circuit and independent theatre representatives on the committee are Harry Goldberg, Stanley-Warner; Robert K. Shapiro, United Paramount; Bob Sherman, RKO Theatres; Paul Behrke, Skouras; Sam Goodman, Century; Harold Rinzler, Randforce; Lou Wolff, Brandt Theatres; Sol Strausberg, Interboro; Bernie Brooks, Fabian, and Harold Klein, J. J. Theatres.

Other representatives are Jack Hoffberg, independent and foreign film distributors; Irwin Young of Du-Art, representing the laboratories; George Hornstein, the supply houses; Al Wilde, the talent agencies, and Dave Gordon and Dave Savage, radio and television.

Para. Gulf Opens Shreveport House

SHREVEPORT, La., Sept. 20.—Shreveport's newest theatre — the Saenger—latest link in the Paramount Gulf chain was dedicated here in pre-show ceremonies with the entire receipts of the opening performances donated by the owners to the Shrine Hospital for Crippled Children at Shreveport.

The new Saenger, erected on the former site of its namesake, which was one of the first motion picture theatres to open here in 1911, was the first and forerunner of the Southern group of houses following successive ownership that passed to Paramount Gulf Theatres, Inc. Officials of the latter here for the opening were H. G. Plitt and Maurice F. Barr of New Orleans.

C'Scope for British Army in Germany

DETMOLD, Germany, Sept. 20.—The British Army Kinema Corp. here and in other German garrison towns is going for CinemaScope in a big way. Four theatres in this area already have been equipped, 12 more are underway and at least 20 others will be surveyed with a view to conversion.

A sharp increase in attendance followed the installations, AKC reported.

Schlanger Tells Showmen

It's That Extra Effort That Pays Off at the Box-office

PHILADELPHIA, Sept. 20.—The higher grosses attained on current attractions over those of comparable quality last year by Stanley Warner Theatres can be pin-pointed to greater showmanship on the part of the S-W staffs, Ted Schlanger, Philadelphia zone manager for S-W, said here following a tour of the 59 theatres under his jurisdiction.

Ted Schlanger

Speaking of the so-called "Fabian Fabulous Forty" drive in particular, and of showmanship in general, Schlanger told a meeting of the managers in his zone that "there is plenty of motion picture business to be gotten if the entire organization makes a concentrated effort to go after it."

"It is true," Schlanger said, "that we have been blessed with a number of good pictures this year, but there also were good pictures last year. Pictures like 'Gentlemen Prefer Blondes,' 'Moulin Rouge,' 'Bandwagon,' 'Stalag 17,' 'Scared Stiff' and 'Shane' were just as big as any we have played this year and the fact that we were able to exceed last year's grosses by such a wide margin, to me, represents two things:

Sees TV Novelty Waning

"First, the extra effort put in by the organization as a whole in connection with the 'Fabian Fabulous Forty Drive' and, second, the further regression of the hold that television is exerting on the people, particularly in these saturated areas where television has long since ceased to be a novelty. Until television can come up with some new formula, or until possibly some such time as color gives it another shot in the arm, the amount of time that people in an area such as this will spend in front of their television sets, will continue to diminish and our merchandise, properly presented and properly exploited, will correspondingly increase in its attractiveness to the amusement-seeking public.

Urges Continued Effort

"Our task is to continue to call the public's attention to the attractions of our merchandise like we are doing during the drive, and not revert back to that lethargic state that formerly existed wherein we went through the same routine on every picture with an aid in the newspapers and 40x60s in the front of the theatres, and waited for the customers to come in.

"We can draw an analogy between what has gone on in our business and what is now happening in the automobile business. The automobile people have had six to eight years of customers waiting to get every car they had, and now that the market for selling cars has become competitive, many are falling by the wayside. You see new evidences daily of automobile agencies folding up, just like many theatres have fallen by the wayside since the close of hostilities, but those dealers who are alive and on their toes, and going after their customers, are selling cars and still making plenty of money."

At the conclusion of the meeting Schlanger announced that Bill Morgan, manager of the Warner Theatre, Atlantic City, was selected as the first prize winner for the first period of the "Fabian's Fabulous Forty" national managers' contest. Four equal awards for second place were shared by Larry Graver, Mastbaum, Philadelphia; Lew Black, Warner, Wilmington; Chester Woerner, Lansdowne, Lansdowne, and Dominick Lucente, Broadway, Philadelphia. Four equal awards for third place were won by Dave Fishman, Manor Theatre; Birk Binnard, Warner, Reading; Ray Powell and Vince Olanin, Warner, West Chester, and Ben Blumberg, 69th St. Theatre, Upper Darby.

Toronto Musicians Await Conciliation

TORONTO, Sept. 20. — After an absence of 10 days the orchestra went back into the pit of the Casino Theatre today for the resumption of its combination policy following a hearing of the Ontario Labor Relations Board of the application of manager Murray Little for a ruling that the musicians were engaged in an illegal strike.

While the government board did not pass upon this motion directly, it ordered the union and theatre to go to conciliation procedure, thus bringing back the musicians pending a decision which might not be handed down for six months. The contract between the Federation of Musicians and the Casino had expired this month despite negotiations.

The bone of contention is the refusal of the AFL musicians to play for members of the American Guild of Variety Artists but under the conciliation order the orchestra will play for any acts, it was conceded by Walter M. Murdoch, Canadian executive officer of the Federation.

The Casino is the last stronghold of vaudeville in Eastern Canada.

Friedman Joins UA Publicity Staff

Samuel J. Friedman has been appointed to the United Artists publicity staff, succeeding Charles Handel, who has resigned, it was announced by Francis M. Winikus, national director of advertising and publicity.

Friedman, who served as publicity director of the Phoenix Theatre, is a legitimate theatre press agent who has represented Billy Rose and the Shuberts. Friedman also has done special publicity for motion picture companies, having worked on "Moulin Rouge" and "The Thief" for United Artists, among other assignments.

Gehring to Boston For Clarification Of Sales Policies

A general clarification of 20th Century-Fox's sales policies, including the possibility of flat rentals for small subsequent run situations, will be made in Boston today by William C. Gehring, executive assistant general sales manager.

Gehring will be accompanied by Glenn Norris, Eastern sales manager, to the one-day Boston meeting of the North-East sales division.

The sales policies, to be clarified by Gehring, were recently explained by sales director Al Lichtman. In addition, the meeting will discuss the handling of such forthcoming CinemaScope releases as "Women's World," "Carmen Jones" and "Desiree."

Chicago Trip to Follow

Following talks in Boston, Gehring will go on to Chicago. He will be joined there by Western sales manager Alex Harrison, for a meeting tomorrow with the Midwest sales division.

The meeting in Chicago also will center on developing regional distribution plans on company releases during the last quarter of 1954.

DeMille Arriving Enroute to Cairo

Producer-director Cecil B. DeMille and a staff of 19 aides and technicians will arrive in New York tomorrow from Hollywood enroute to Egypt, where DeMille will start work on his 70th film, "The Ten Commandments," a Paramount release in VistaVision and Technicolor.

Henry Wilcoxon, star of many DeMille productions and now his executive aide, is among those arriving with DeMille. The party will join a large location unit already at work in the desert south of Cairo, where preparations have been underway for nearly a year on huge sets.

DeMille will sail for Egypt on Thursday aboard the S.S. "Constitution," scheduled to arrive in Alexandria on Oct. 6. The others will leave New York tomorrow by plane.

'Sabrina' to Bow at Criterion Tonight

The fall entertainment season gets underway here tonight with the premiere of Paramount's "Sabrina" at the Criterion Theatre. Celebrities, including Grace Kelly, Gina Lollobrigida, Fredric March, Maurice Evans, Cole Porter, Hildegarde Neff, Steve Allen, Wally Cox, Eva Gabor, Red Buttons and Janis Carter, will attend this opening in honor of William Holden.

Holden, the 1953 Academy Award-winner, is co-starred in "Sabrina" with two other "Oscar" recipients—Humphrey Bogart and Audrey Hepburn. The picture, based on the recent Broadway hit, was produced and directed by Billy Wilder, also an Academy winner.

Car Capacity Upped

HARTFORD, Sept. 20.—Car capacity of the Mansfield Drive-In, Willimantic, one of Connecticut's newest outdoor ventures, is being increased from 725 to 900. Unit is owned by General Theatres, Inc., of West Hartford.

DuMont's 24-Week Net Is Under '53; Sales Up Slightly

Although sales increased slightly during the first 24 weeks of this year, net profits of Allen B. DuMont Laboratories showed a decrease under the comparable 1953 period, the company announced.

Net earnings for the 1954 period amounted to $479,000, compared with $913,000 in 1953. Sales totalled $41,590,000 for the 24 weeks ended June 20, while sales for a corresponding period last year amounted to $41,395,000. Common shares outstanding in both periods were 2,361,054. The per share profit after preferred dividends this year amounted to 18 cents, compared with 36 cents in 1953.

Profits for the 24 week period have been adversely affected by the extremely competitive prices prevailing in the cathode-ray tube and television receiver markets, the company said. In addition, development, research and tooling costs preparatory to the introduction of color picture tubes and color receivers are reflected in the profit figures, it was explained. The profit-to-sales ratio for the remainder of the year is anticipated to be at a considerably higher level, the report stated.

Doctors in National Closed Circuit Meet

Through closed circuit video facilities arranged by Box Office Television, more than 5,000 physicians in 23 cities from coast to coast will attend a session in postgraduate medicine on Thursday from 6 to 7 p.m. This marks the first time in the history of the profession of medicine that a nationwide session in postgraduate medical education will be held via closed circuit television, according to the American College of Physicians.

The doctors will gather to observe and participate in a one hour symposium on the management of hypertension.

Named Head of U.K. Commercial Video

LONDON, Sept. 20.—The Independent Television Authority has appointed Sir Robert Brown Fraser as its director-general. Sir Robert who is 49 has been director-general of the Government's Central Office of Information since 1946. The salary in his new office will be around £8,000 a year.

Sir Robert told newsmen he has not owned a television set heretofore but plans to purchase one now.

600 Fight Prints

Six hundred prints of the pictures of the Rocky Marciano-Ezzard Charles heavyweight championship fight have been shipped to theatres throughout the country, it was announced by B. G. Kranze, general manager of United Artists, which is releasing the films.

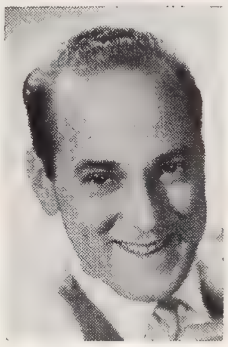
HOWARD E. STARK
Brokers and Financial Consultants
TELEVISION STATIONS
RADIO STATIONS
50 E. 58th St., N. Y. EL 5-0405
Specialists to Motion Picture Industry

Television--Radio

with Pinky Herman

ONE of the most poignant (and what should be unforgettable) tales of heroism and self-sacrifice that took place during World War II seems to have been forgotten—but of course, never to be forgotten by the four families who lost their respective fathers, husbands and sons. We refer to the story of the four magnificent chaplains, who gave their life-preservers to sailors and with a single prayer on their lips, carved indelibly into history the beautiful story of man's love for his fellowman—gracefully bequeathing their lives to their Maker, then hand in hand going down into the turbulent sea with the doomed U.S.S. Dorchester. The book, "The Sea of Glory," by Francis Beauchesne Thornton, published by Prentice-Hall, Inc., which deals with the early lives of the Four Immortals, George Lansing Fox (Protestant minister), Father John P. Washington (Catholic priest), Alexander D. Goode (Hebrew rabbi) and Clark V. Poling (Protestant minister) is easily one of the finest stories of our time and we cannot understand how come this thrilling and inspiring bit of glorious living (and dying) hasn't yet been transferred to the screen to perpetuate their memory and to teach all of us to love Peace and practice Good Will to All Men.

☆ ☆ ☆



Howard Miller

We have often written about some of our friends in the city of Chicago including Eddie Hubbard, Jay Trumpeter, Jay Mills, Lorene Younglove, Jim Mills, Bill Guthrie, Bernie Allen, Don Sirken, Lee Petrillo, Caesar Petrillo, Margaret Murray, Chan, Saxie and Claire Dowell, George Bauer, Lenny Kaye, Jim Lounsbury, Buddy Black, Ernie Simon, Eddie Ballentyne, Cliff Petersen, Fran Allison, Burr Tillstrom, Harry Kogen, Don McNeill, Ralph Blank, Norman Schultz, Dick Coughlan, Arch Levington (we know we left out some, of course, and next time we're in that great Mid-western Metropolis there will be several who'll remind us of our faulty memory). However, we want to print something about a great little guy there named Howard Miller, whose WINDy chatter about people in show business in general and the Music Business in particular, is avidly listened to with respect by both artists and John Q. Public alike. He doesn't hesitate to call his shots as he sees them and yet has often gone out of his way in order to help numerous youngsters by giving of his time, savvy and friendly advice. Two weeks ago he launched another new series over WBBM-TV (CBS Chicago) and this, together with his daily radio series over WIND, makes Howard the town's MILLER-diller for fair.

☆ ☆ ☆

After several years as publicity director for MCA and later MCA-TV Ltd (before then he was associated with Peck Adv. Agency, Kenyon & Eckhardt, International Artists and TV Programs, Inc. and was feature writer on several Long Island newspapers), John Newman has resigned to become director of advertising, sales promotion and press relations head of Official Films, one of TV's largest indie distributor-producers. . . . Centurian Productions, headed by Robert Siegel, has signed Burgess Meredith to host-emcee a new half-hour series of vidfilms, "Most Likely to Succeed" scripted by Ed Adamson and Richard Berg, skedded for production in the East. . . . Mort Fleischmann is in New York setting up plans with NBChieftains to high-light Johnny Andrews' third year as emcee of the popular Bud Ford production, "Morning Bandstand," over WTAM, Cleveland this Thursday. John is so popular in that beautiful Lake Erie city that he can be elected mayor . . . almost!

☆ ☆ ☆

Prexy Leonard H. Goldenson of ABC-Paramount is all smiles these days. Not only is his network copping some real talent and blue chip sponsors these days, but his pet charity (he is the national head of the United Cerebral Palsy Fund) last Saturday and Sunday, in telethons conducted at WDTV Pittsburgh, WSTV, Steubenville, Ohio, and WABT, Birmingham, Ala., emceed respectively by Capt. Video and Maria Grever, Chico Marx and Judy Johnson and John Reed King, raised more than a quarter of a million dollars in cash and pledges and just about has made it possible for the goal of $8,500,000 for the year to be reached. . . . Over at WJAR in Providence, there's a fellow named Bill Sharpe, newscaster and deejay, who not only is a ringer for Dave Garroway but talks like Dave and possesses the charm, gentility and innate humanitarianism of D. G.

Bout-TV

(*Continued from page 1*)

five situations of the 70 theatres which were on the coast-to-coast hook-up, a spokesman for TNT declared yesterday that "reports received here thus far indicate that business was very good."

Patrons Incensed

In Chester, Pa., Albany, N. Y., Huntington Park, Calif., New Orleans and San Francisco, patrons were highly irked and some on the verge of rioting when the closed circuit telecast blacked out due to burned out tubes, picture and power failure. The manager of the Stanley Theatre in Chester, J. M. Feldhun, promised his patrons refunds of $3.60 to ticket holders. In Albany, the Grand Theatre management promised refunds for the $3.30 admissions.

Prior to the defense of the heavyweight title on Friday evening by Marciano, a spokesman for IBC estimated that theatre television returns would be about $200,000. An announcement from the boxing organization yesterday stated that the Theatre TV returns are not wholly in, but are expected to reach about $125,000 with $35,000 from radio.

An official of the Stanley Warner Corp. reported that in 10 situations where the bout was presented, the audience was 85 per cent of capacity. At the State Theatre in Baltimore, only 700 of the 1,800 seats were occupied by fight fans while in two Los Angeles theatres, attendance was at 75 per cent.

Concessions Hurt

In Cleveland, fight attendance at both the Palace and Hippodrome was reduced some 25 per cent with concessions sales also being seriously affected, mainly due to the late hour of the beginning of the telecast and the two postponements. Both theatres had to refund money to patrons when the fight delays did not give the theatres an opportunity to advertise in the newspapers.

In Washington, the Loew's Capital with a seating capacity of 3,432 had close to 400 vacant seats. All mezzanine seats in the house were sold out at $4 each.

The Lincoln Theatre, which is owned by District Theatres, a circuit serving Negro patrons primarily, sold out all but some 35 tickets out of a 1,500-plus capacity at $3.50 tax included. Morton Gerber, District Theatres president, said that the Troy-Cartier middleweight bout in Washington may have hurt business for the title event as that middleweight bout was also telecast.

Jimmy Powers Narrator

The U.A. fight film, 21 minutes of pictorial reporting, opened briskly and showed knockdowns and clinches. The IBC production is narrated by Jimmy Powers.

Despite the technical difficulties, theatres in Houston, Los Angeles, Denver and Miami reported that the reception of the TNT telecast was excellent, a TNT spokesman said.

Speed
Quality
Results
You Get All 3
WHEN GOOD-OLE-DEPENDABLE
FILMACK
MAKES YOUR
SPECIAL TRAILERS
1327 So. Wabash Chicago Ill
630 Ninth Ave New York

THE BIGGEST CAST OF THE YEAR!

directed by JEAN NEGULESCO,
who gave you "THREE COINS
IN THE FOUNTAIN"
and "HOW TO MARRY
A MILLIONAIRE"!

Clifton WEBB
June ALLYSON
Van HEFLIN
Lauren BACALL
Fred MacMURRAY
Arlene DAHL
Cornel WILDE

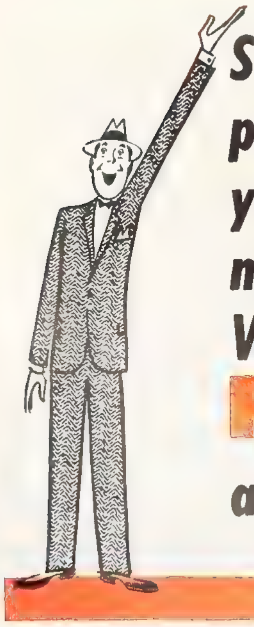
Produced by
CHARLES
BRACKETT
who gave you "Titanic"!

Another great big wonderful motion picture

"Woman's World"

from 20th ... in October!

CINEMASCOPE print by TECHNICOLOR



Start plugging your date now! With these FREE aids!

"IT'S A WOMAN'S WORLD"
Lyrics by SAMMY CAHN
Music by CYRIL MOCKRIDGE
as sung by "THE FOUR ACES" in the picture

"FOUR ACES" RECORD!
The group that did it for you with their "Three Coins in the Fountain" platter! Start playing it now! As soon as your date is confirmed, contact Radio-TV Dep't, 20th Century-Fox, 444 W. 56 St., N. Y. 19, N. Y.

CINEMASCOPE TEASER TRAILER

Special novel CinemaScope teaser trailer sells the great cast...pre-sells the picture's wonderful new hit song! Put it on your screen immediately! Get it from your 20th exchange!

TV TRAILERS

60-second and 20-second open-end TV trailers with actual scenes from the picture! Start planning your TV campaign now! TV trailers available at your 20th exchange.

All
The News
That
Is News

MOTION PICTURE DAILY

Concise
And
To The
Point

VOL. 76. NO. 58 NEW YORK, U.S.A., WEDNESDAY, SEPTEMBER 22, 1954 TEN CENTS

In Europe

AA Mulling 3 Projects for Distribution

Broidy Says Goal Is to Keep Pace with U.S.

In order to keep pace with the domestic growth of Allied Artists, president Steve Broidy, who returned yesterday from a 16-day trip to Europe, disclosed here at the Warwick Hotel that the film company is considering three alternate plans for foreign expansion.

Revealing that a final decision concerning overseas development for Allied Artists production and distribution will be made when Norton Ritchie, president of AA International, returns from Europe shortly, Broidy stated that at present:

"Company officials are considering opening Allied Artists own branches and exchanges abroad. South America is the sole continent where AA maintains its own offices.

"Investigating the possibility of distributing AA product through the for-

(*Continued on page* 6)

Ed Grainger to Be Independent Jan. 1

HOLLYWOOD, Sept. 21. — Edmund Grainger, top producer at the RKO Radio Pictures studios here, resigned today to become an independent with a planned program of two pictures a year for the next five years. He will start his new enterprise shortly after Jan. 1. The new company will be called Edmund Grainger Productions, Inc.

Grainger, who has been with RKO for the last five years, has several important story properties, among which is "Oh Promised Land," for which he paid $40,000 for the screen

(*Continued on page* 6)

Canada Sets Dates For Trade Shows

TORONTO, Sept. 21.—Dates have been slated for the annual meetings and social gatherings of important trade organizations for "Convention Week" at the King Edward Hotel here, with which will be staged the second annual trade exhibition of theatre equipment and confectionery.

The schedule is as follows: Nov. 22 National committee, Motion Picture Exhibitors Association of Canada;

(*Continued on page* 6)

Toll TV Sparks N. J. Allied Meet

MONTICELLO, N. Y., Sept. 21.—The subscription television issue was one of the highlights of the opening session of the New Jersey Allied convention at the Concord Hotel.

Wilbur Snaper, New Jersey Allied president, who attended the recent exhibitor meeting in Chicago on toll television, rendered a report at a closed meeting, it was stated.

In addition to subscription TV, the product outlook was discussed and a hearty welcome mat was spread verbally for such new companies as Distributors Corporation of America, Makelim Productions and Filmakers.

Today, the report of Allied's Film Committee which visited distribution sales directors in New York will be discussed in addition to the White Sulphur Springs resolution of Allied's board of directors calling for government regulation of sales policies. Election of officers will be held Thursday.

Exhibitors as far as Connecticut and upper New York State were said to be in attendance.

IFE to Release 11 By Next March

Eleven pictures, five of them in color, will be released in the United States by March, 1955, it was announced here yesterday by Bernard Jacon, vice-president in charge of sales and distribution for I. F. E. Releasing Corp., at a trade press conference held at the Savoy Plaza Hotel in honor of Gina Lollobrigida.

Besides the announcement of prod-

(*Continued on page* 6)

Seeks Big Theatre Lineup

DCA Stock Ownership to Be Offered at TOA Meet

Further exhibitor stock ownership participation in Distributors Corporation of America, the newly-formed distribution company headed by Fred J. Schwartz, will be offered at the forthcoming Chicago convention of Theatre Owners of America, it was learned here yesterday.

The offer, it was stated, will be made for the purpose of lining up hundreds of theatres, large and small, which would have a stake in playing DCA releases. DCA, it was pointed out, has sufficient financing at present. However, having a large exhibitor ownership in the company, it was explained, is an added plus factor in procuring films from producers and in the financing of pictures.

It is understood that the present stock ownership of DCA represents well over 100 theatres, foremost of the participating circuits being the Century Circuit, the president of which is Schwartz. Explaining DCA's position at the TOA convention, which begins on Oct. 31, will be DCA president Schwartz, it was learned. Charles Boasberg, vice-president and general sales manager of DCA, also may be on hand for the Chicago meet.

Following the TOA convention, it is understood that DCA expects to make public the list of exhibitors

(*Continued on page* 6)

Questions Right of FCC to Control Air And Not Pictures

WASHINGTON, Sept. 21. — Federal Communications Commissioner Robert E. Lee said he did not see how Congress could enact legislation giving the Commission authority to control television and radio networks without also giving it authority to control motion picture companies, talent agencies and other groups.

In a speech to a group of broadcasters at Virginia Beach, Va., Lee came out strongly against giving the Commission any such authority. A Senate Commerce Committee is now

(*Continued on page* 6)

Cooper, 2 Others, in New Producing Firm

HOLLYWOOD, Sept. 21. — Gary Cooper, Paul V. Shields and I. H. Prinzmetal today announced the formation of the jointly-owned Baroda Productions , Inc., to "produce several films each year, some of which will star Cooper."

Shields is an eastern capitalist.

(*Continued on page* 6)

Schenck, On Behalf of MPAA Board, Hails Johnston's Extended Contract

Nicholas M. Schenck, president of Loew's, Inc., on behalf of the board of directors of the Motion Picture Association of America, made the following comment on Eric Johnston's new seven-year contract, which has now been officially confirmed.

N. M. Schenck

"We are pleased that Mr. Johnston has agreed to continue his present office until Oct. 15, 1961. His services have been exceptional and the board has voted unanimously for the new contract. His talent and leadership have guided the industry toward many important policies and decisions.

"Recent uptrends in motion picture attendance at home and abroad, due to the improvement in the quality of the attractions from all companies, should be noted. The renewal of Mr. Johnston's contract is an indication that the policies of the Motion Picture Association have been progressive in trade relations and in all matters which serve the public as far as motion pictures are concerned."

G. G. Johnson Heads MPEA Europe Div.

The appointment of G. Griffith Johnson, Motion Picture Export Association vice president, to head the association's European division was announced by Eric Johnston, president.

In the new post, Johnson will be in direct charge of the European operations under the overall supervision of Ralph Hetzel, MPEA vice president and head of the association's international department. Heretofore, Hetzel had included direct supervision of the European division of the association among his duties.

Johnson is expected to divide his time between Washington and New York, with trips to the field as the situation demands.

Kalmine to London For Cinerama Bow

Harry M. Kalmine, vice president and general manager of Stanley Warner Corp. yesterday planed out to London to oversee the preparations for the opening of the first Cinerama theatre outside the United States at the

(*Continued on page* 6)

Personal Mention

J. R. GRAINGER, president of RKO Radio Pictures, left here for Hollywood last night.

•

Harry Mandell, Filmakers vice-president and general manager, will arrive in Chicago today from Hollywood. He will be in Denver tomorrow and in Memphis on Friday.

•

Mike Simons, director of customer relations for M-G-M, will leave here shortly for Missoula to attend the convention of the Theatre Owners of Montana.

•

Anthony Milotte, chief cameraman for Walt Disney Productions, arrived here yesterday from England via B.O.A.C. He had been in Nairobi, Africa.

•

Charles Levy, Lou Gaudreau, Jesse Chinick and Howard Hein, of the Walt Disney office here, are in Hollywood for company meetings.

•

John P. Byrne, Eastern M-G-M sales manager, was in Philadelphia yesterday from New York and today will go to New Haven.

•

Richard Heermance, assistant to Walter Mirisch, Allied Artists executive producer, will leave Hollywood on Friday for London.

•

Spyros P. Skouras, president of 20th Century-Fox, is scheduled to return to New York from Europe on Tuesday.

•

August Lowman, Allied Artists special effects technician, left here yesterday for London via B.O.A.C. Monarch.

•

Philip N. Krasne, president of United Television Programs, will leave the Coast today for New York.

•

Miles Storms, manager in Venezuela for Westrex Co., Caribbean, has arrived in New York from Caracas.

•

James L. Fallon, executive producer for Mathlon Prods., has arrived in New York from the Coast.

•

Oscar Homolka and his wife, Joan Tetzel, will arrive here today from Europe aboard the "Caronia."

•

Mike Todd, president of Todd-AO, has returned to New York from Europe.

•

Anne Francis is scheduled to arrive here tomorrow from the Coast.

•

Ezra Stern, industry attorney, is in New York from the Coast.

•

Philip A. Waxman, producer, will leave here today for the Coast.

•

Robert Breen, director, has left here by plane for Venice.

•

Rock Hudson has arrived here from England.

Balaban to Receive B'nai B'rith Award

Barney Balaban, president of Paramount Pictures, has been selected as the first recipient of the president's "Medal for Humanitarianism" by the Supreme Lodge of B'nai B'rith, it was announced yesterday by Samuel Markle, chairman of the Barney Balaban tribute committee.

The medal, the first to be awarded in the 111-year history of B'nai B'rith, will be presented to Balaban here by Philip M. Klutznick, national president of B'nai B'rith, at a testimonial dinner Sunday evening, at the Waldorf-Astoria Hotel at which the film executive will be cited for "35 years of dedicated service to B'nai B'rith and to his fellow man." The testimonial will pay tribute to Balaban by providing $1,000,000 for the economic development of Israel through sales of State of Israel Development Bonds in his honor.

Called 'A Fitting Tribute'

"The selection of Mr. Balaban to be the first recipient of the President's Medal for Humanitarianism is a fitting tribute to his distinguished record of achievement devoted to the highest traditions of American life," Markle said. "Few men have done more to earn the accolade of B'nai B'rith through years of selfless service devoted to the welfare of free men everywhere. He exemplifies the finest of the noble ideals to which B'nai B'rith is dedicated."

20 Theatres to Carry BOTV Grid Telecasts

An estimated 20 theatres throughout the U. S. will receive the closed circuit telecast of the Oct. 16 Notre Dame-Michigan State football game when the Box Office Television presents the first of a seasonal series of gridiron contests to an estimated 250,000 fans.

William Rosensohn, BOTV vice-president, stated that while a total of 15 theatres received the closed circuit telecasts of Notre Dame football games in 1953, it is expected that for this coming season over 20 theatres coast-to-coast will be signed.

The contests last year were witnessed by closed circuit television audiences of 150,000 who paid an admission of $1 to $2.40 at each session.

Gable to Col. Film

Clark Gable will star for William Goetz Productions in the title role of "Captain Calico," original story by Norman S. Hall, which will go before the Technicolor cameras next year as a Columbia Pictures release, with location work tentatively scheduled for San Francisco, Texas and New Mexico.

Mrs. Hattie Elelman

Mrs. Hattie Elelman, mother of Milton Elelman, who is in charge of the production of trailers in the New York office of National Screen Service, passed away Monday. Funeral services will be held in Riverside Memorial Chapel here today.

Publicists Select Movie Page Queen

The New York Screen Publicists Guild selected Sally Wile of New York City as "Queen of the Movie Page Ball" yesterday at a Hotel Pierre judging. The six SPG judges also named Spring Mitchell and Elaine Tyler as runnerups.

The annual affair of the film publicists will take place at the Hotel Pierre on Oct. 15 with tickets costing $5.50, tax included, per couple.

Showmanship Prizes To Odeon Managers

TORONTO, Sept. 21.—Featuring the two-day Ontario regional conference of Odeon Theatres, Ltd., in the Royal York Hotel was the "Big Show Award" luncheon when prizes were presented to winners in this province of the 1954 showmanship competition for approximately 100 managers across the Dominion.

Amid acclaim from the gathering of some 150 people, including officials from Canadian film distributing companies, Odeon's champion showman, Nick Langston, manager of the Capitol Theatre, Hamilton, received $300 cash, the championship trophy and miniature and one week's extra vacation with pay.

Gauld in Second Place

The second-prize winner, Don Gauld, Odeon, Fort William, received $100 and one week's extra vacation while Ken Davies of the Odeon Theatre, Guelph, won $100 for the best improvement over 1953.

District prize-winners, each of whom received $200, were Vic Nowe, Odeon Theatre, Toronto; Ralph Bartlett, Odeon, Sarnia; Ed Burrows, Odeon, Brantford, and Charles Mason, Roxy Theatre, Brampton.

In observance of the celebration, president L. W. Brockington and other Odeon circuit executives and 37 theatre managers in Ontario were in attendance.

Trans-Lux 85th St.'s Anniversary Contest

The Trans-Lux 85th Street Theatre here will observe its anniversary on Oct. 30 with special events including a contest for patrons with a first prize of a trip to Bermuda. Richard De Bow, manager, said the contest will be based on correct identification of stills from old motion pictures to be displayed in the lobby.

2 Films to Leon Brandt

The Leon L. Brandt Organization has been retained to handle advance publicity for United Artists' "Romeo and Juliet" and "Summertime."

Duchin Story to Col.

"Music by Duchin," the story of Eddie Duchin, the pianist, will be brought to the screen by Columbia Pictures.

Officers of Int'l V.C. Meet at French Lick Friday and Saturday

Miami, Sept. 21. — International Variety Club head George Hoover of South Miami has completed plans for the annual midwinter meeting of the showman's organization to be held at French Lick, Ind., on Friday and Saturday.

The meeting, which will bring international officers from all over the country and some parts of Europe, has been called this year for the purpose of discussing the strengthening of the local charity drives which are made in the name of Variety throughout the world.

Last year, $2,597,000 was distributed by local Variety tents benefiting 495,284 persons. Local Variety organizations have pledged an increase of almost $500,000 for the present year, and the midwinter meeting will be devoted primarily towards perfecting the planning necessary to meet the increased budget.

Set Dec. Hearing on Kans. 'Moon' Case

TOPEKA, Kans., Sept. 21. — A hearing on Dec. 7 has been granted by the Kansas Supreme Court on the question of whether the state board of review has the authority to ban "The Moon Is Blue" or any other film.

The case grew out of the appeal filed by the board objecting to the Wyandotte County District Court decision granting a permanent injunction prohibiting the board from banning the film.

The State Supreme Court, in setting a hearing date, also granted a stay order on the district court's injunction against the board.

Goldwyn Completes Casting of 'Dolls'

HOLLYWOOD, Sept. 21. — Jean Simmons will play the role of Sarah Brown in Samuel Goldwyn's film production of "Guys and Dolls" based on the famous Broadway hit. In signing Miss Simmons for what will be her first musical, Goldwyn completed casting the principal roles for the motion picture version of the Broadway musical show.

The starring lineup for "Guys and Dolls" now has Marlon Brando as Sky Masterson, Frank Sinatra as Nathan Detroit and Vivian Blaine, who will repeat her Miss Adelaide role which she made famous in the New York stage production.

Joseph L. Mankiewicz, four-time Academy Award winner, is currently writing the screenplay in New York and will also direct the picture.

Pathe to Process

HOLLYWOOD, Sept. 21.—Pathe Laboratories will process Universal International's CinemaScope feature, "To Hell and Back," starring Audie Murphy, O. W. Murray, vice-president in charge of West Coast operations, announced. The picture is being photographed in Pathecolor.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor. Published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building. William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street. Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Holden Is Honored at Premiere of 'Sabrina'

"SABRINA," Paramount's Billy Wilder production, opened here last night at a gala invitational premiere in the Criterion Theatre. An audience of celebrities, civic and business leaders and film executives gathered to welcome the picture and to pay tribute to one of its stars, William Holden, who was present. Arriving at the premiere above are, left to right, first photo: Mrs. J. H. Owen; film star Arlene Whalen and Hugh Owen, executive assistant to the Paramount distribution vice-president. Second photo: Holden; Mrs. Barney Balaban; Balaban, president of Paramount Pictures, and film star Grace Kelly. Third photo: Leon Rosenblatt, head of the Rosenblatt & Welt circuit, and Mrs. Rosenblatt.

"Sabrina" opened last night at the Criterion Theatre here in an "Academy Award atmosphere," since three of the film's stars and its producer-director, Billy Wilder, are former "Oscar" winners. The stars are Audrey Hepburn, Humphrey Bogart and William Holden. Holden attended the premiere as guest of honor.

In addition to the capacity crowd attending the premiere, thousands of spectators gathered in the vicinity of the theatre to witness the arrival of the guests, many of whose voices were aired on the Mutual network.

"Sabrina" begins its regular popular-priced engagement at the Criterion today. The film also features Walter Hampden, John Williams, Martha Hyer, Joan Vohs, Marcel Dalio and Marcel Hillaire. It is based on the Broadway play by Samuel Taylor, who collaborated on the Paramount screen version with Wilder and Ernest Lehman.

Gen. Van Fleet Asks Support of Theatres Korea Collection

Joining in President Eisenhower's appeal to American exhibitors to conduct theatre audience collections in behalf of the South Korean people, Gen. James A. Van Fleet, former commander of United Nations forces in Korea, has urged all showmen to do their utmost toward utilizing the facilities of their theatres to permit the American theatre-going public to contribute to this cause during the week of Oct. 4—or a date thereafter suitable in each situation.

Gen. Van Fleet stated:

"Whatever we raise in behalf of the needy South Korean people through the theatre audience collections will be a great demonstration that we of the free democracy do not forget our friends in need. There is so much that we can do for so little in Korea." Amplifying his statement of "so much for so little," General Van Fleet quoted the following statistics:

Outlines Donation Possibilities

Fifty cents will provide complete care for an orphan for a day; $1 will maintain a hospital bed for a day; $4 will pay for a year's schooling for a child; $100 will provide an artificial leg for an amputee veteran and train him for useful work; $1,000 will send a student through four years of medical school; $5,000 will establish an orphange; and $10,000 will establish a school of nursing.

"I feel confident that every showman in America will answer the President's appeal to conduct a theatre audience collection."

Empire Renovated

A major renovating and refurnishing job of the M-G-M Empire Theatre, London premiere showcase in Great Britain for M-G-M pictures, has been completed for the opening of M-G-M's "Rose Marie," in CinemaScope with Perspecta stereophonic sound.

Belles Named RKO Cleveland Mgr.

CLEVELAND, Sept. 21.—Morris Lefko, RKO Radio district manager, has announced the promotion of Frank E. Belles from the rank of salesman to branch manager, succeeding Jack Bernstein, who resigned to join Allied Artists of Canada as general sales manager.

Belles started in the industry when he was a youngster and worked weekends at the Main Theatre. Out of school Frank joined the Universal booking department, then moved to M-G-M as office manager and later joined Standard Film Service as salesman. He joined the local RKO sales personnel 12 years ago.

Seattle Landmark To Be Torn Down

SEATTLE, Sept. 21.—Hugh Becket, operator of the Metropolitan Theatre here, announces that the pioneer landmark will be torn down early in November.

Replacing this house for legitimate attractions will be the Moore Theatre, which has been closed as a showhouse since 1949. It will reopen in November with Helen Hayes, appearing in "What Every Woman Knows."

'Waterfront,' $445,000

Columbia's "On the Waterfront" concluded the eighth week of its indefinite run at the Astor here yesterday, having grossed in excess of $445,000 the company reported.

New Perspecta Fund For M-G-M Overseas

M-G-M has set up a special fund of more than $2,500,000, in addition to its regular advertising budget, in the international market to promote its new season's product and Perspecta stereophonic sound. This announcement was made here yesterday by Arthur M. Loew, president of Loew's International Corp., who said that the money will be spent overseas for the benefit of M-G-M exhibitors, from first run on down, in small cities as well as large. The project will be known under the name of PEP, initials for "Perspecta Exhibitor Plan."

All Films Have Perspecta

The new global policy, Loew explained, stems from the fact that this is the first full season in which all M-G-M pictures in international markets will be released with Perspecta stereophonic sound tracks. Thus, theatres in all parts of the world will get their first chance to play a steady stream of M-G-M stereophonic sound pictures and to cash in on the distinct plus values of the Perspecta system.

Loew said that his company has several new ideas for publicizing and advertising the big ones through various media. However, the multiplicity of selling approaches in the different countries necessitates leaving details of operation in the hands of the individual M-G-M managers who together with their staffs are in the best position to know the special requirements of each country, he added.

People

Leon J. Bamberger, sales promotion manager of RKO Radio, became a grandfather for the fourth time this week when his daughter, Mrs. Sheldon Kaplan of Minneapolis, gave birth to a son.

◆

Don Summerville, manager of the Prince of Wales Theatre in Toronto, has announced his candidacy for the Toronto City Council in the civic elections scheduled for Dec. 6.

◆

Barbara Greene, daughter of David J. Greene, a director of RKO Theatres, will be married in June to Richard A. Greenberg.

◆

Syd Samson, for 20 years manager of the Fox exchange in Buffalo, and Mrs. Samson have been visiting friends on Film Row there. Samson now lives in Los Angeles.

◆

Matyas Seiber, composer, has been signed to write an original score for Louis de Rochemont's "Animal Farm."

◆

Emrich Nicholson, formerly art director for Universal-International, has joined the Leo Burnett agency in Chicago.

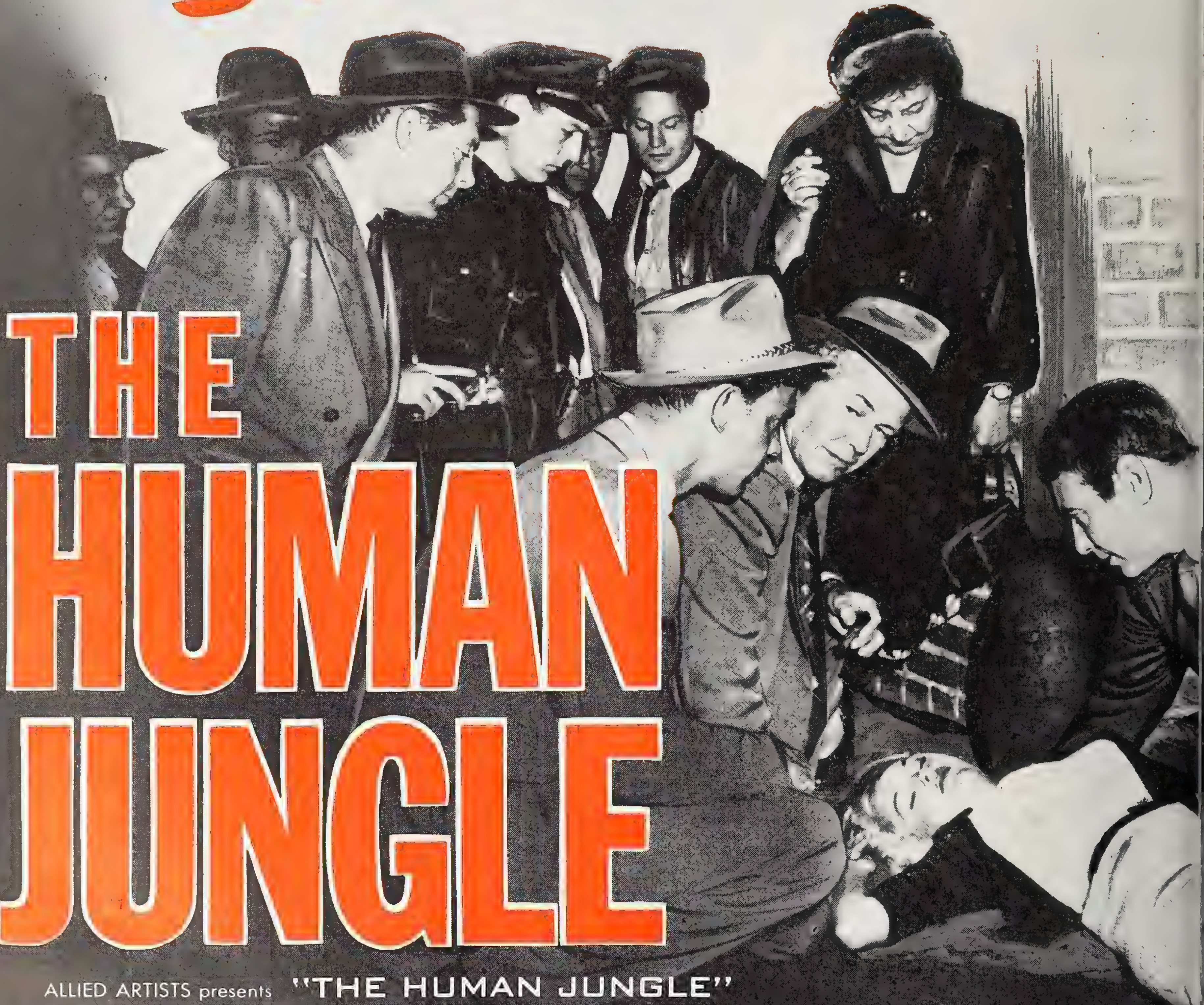
◆

Firth Ullman, art director; **James Wong Howe** and **Ray June,** cameramen, and **Christian Nyby,** director have been signed by **David O. Selznick** for his four-network TV show on Oct. 24 in celebration of the 75th anniversary of the electric light.

◆

Dan Ensel, 20th Century-Fox cashier in the Cleveland branch, is the Cuyahoga County winner in the "Caine Mutiny"—Mainline dramatic contest, making him eligible to compete in the national contest.

"BEST SINCE DETECTIVE STORY" ...HOLLYWOOD REPORTER



THE HUMAN JUNGLE

ALLIED ARTISTS presents "THE HUMAN JUNGLE"

starring **GARY MERRILL · JAN STERLING**

with PAULA RAYMOND · EMILE MEYER
REGIS TOOMEY · CHUCK CONNORS

Produced by HAYES GOETZ
Directed by JOSEPH NEWMAN
Associate Producer MARVIN MIRISCH
Screenplay by WILLIAM SACKHEIM and DANIEL FUCHS

WATCH FOR GIANT SATURATION OPENINGS...

BACKED BY MASSIVE TV, RADIO AND NEWSPAPER CAMPAIGNS!

THE Hollywood REPORTER

'HUMAN JUNGLE' TAUT, STRONG BOXOFFICE

Goetz-Newman Pic Fine Craftsmanship

"THE HUMAN JUNGLE"
(Allied Artists)

Bristling with rugged action and the kind of taut suspense that leaves the viewer chewing his fingernails, "The Human Jungle," aided by a highly exploitable title, is bound to be a huge grosser for Allied, possibly its biggest to date. Superbly acted, and given magnificent direction by Joseph M. Newman, it races along at a breakneck pace that will leave the customers limp at the finish. In recent weeks there has been a flood of police stories, of varying degree in quality, dealing with cops going wrong. This one, refreshingly, goes back to the cops-vs.-crime theme and, as creatively produced by Hayes Goetz, is the best such tale since "Detective Story."

The screenplay by William Sackheim and Daniel Fuchs, based on Sackheim's story, is hard-hitting, with realistic dialogue tinctured with ironic humor that at times explodes into brief hilarity. The setting is the tough section of a big city. When a strip-tease dancer is murdered, police chief Emile Meyer puts Gary Merrill in as precinct captain. From then on the theme becomes double-barrelled, with emphasis divided between the solution of the crime and Merrill's problems with his men, who resent both his hard-driving tactics and his replacing James Westerfield.

Film is loaded with highlights, among which is a priceless strip tease pulled by Jan Sterling, who turns in what might well be her best of many fine performances. As a weary, deceptively shrewd blonde who is covering killer Chuck Connors with a fake alibi she is brilliant. Her strip act and her toneless singing of Max Rich's "It Ain't Gonna Be You" make an uproarious travesty on all the burlesque queens who ever murdered a tune while flouncing their charms. Merrill is dynamic and forceful as the police captain. By avoiding any oratory on his part, the underlying theme of the film comes out all the stronger: that cops are very human beings honestly trying to live up to their jobs despite the lethargic resentment of a passive citizenry and the sniping of a press looking for headlines.

Newman's megging keeps the tempo taut and performances consistently good. He keeps the camera moving, utilizing Ellis Carter's fine photography to achieve intriguing angles. Newman and Goetz also deserve credit for giving comparative newcomers a real chance. The result is a couple of genuine discoveries in Pat Waltz and Lamont Johnson, two personable and talented actors who can definitely be marked as coming stars. Chuck Connors as the killer also comes into his own with an outstanding performance. He proves once and for all that he's no longer an ex-baseball star dabbling in acting, but a fine actor who used to play baseball. Special praise also goes to Florenz Ames as the underworld boss, James Westerfield as the big-hearted but inefficient police captain, Paula Raymond as Merrill's wife, Emile Meyer as the police chief, Regis Toomey as a detective and Claude Akins as a hood. **—Milton Luban.**

DAILY VARIETY DAILY

Film Review

The Human Jungle

"The Human Jungle" is a sock big-city police story to which Allied Artists legitimately can give the same type of heavy exploitational campaign in backing saturation bookings—already planned—as was accorded its "Riot In Cell Block 11" earlier in the year. Film packs sex as well as violence and excitement in the yarn of a new police captain taking over the toughest precinct in town, and should be a hefty grosser for AA, particularly in situations leaning toward strong melodrama.

This Hayes Goetz production is a welcome switch from the current bad-cop cycle, and is an authoritative piece of picture-making right straight through. The politics of a metropolitan police department backdrop an almost documentary narrative imaginatively directed by Joseph M. Newman with punchy overtones. William Sackheim and Daniel Fuchs' hard-hitting screenplay also carries femme appeal through the important presence of Jan Sterling.

Feature is marked by standout portrayals of a hand-picked cast who insert forceful realism into natural characters. Gary Merrill, a police captain who has passed his bar exams and is about to leave the force, is prevailed upon to head the notorious Heights district of the city, where crime conditions have reached the danger point. In his revitalization of his department and attempts to solve a murder he meets with opposition both from some of his own men and those above him, but finally cracks the case and whips the district into shape.

Merrill gives meaning to his part and Miss Sterling belts over the role of a tough blonde who is used as an alibi for Chuck Connors, excellent in his characterization of the murderer. Actress stages a clever strip-tease which can be used for promotion. Regis Toomey, as Merrill's second-in-command, Lamont Johnson, as a vet detective at first antagonistic to his new captain, Pat Waltz, as a new plainclothesman who accidentally shoots an innocent bystander, and Emile Meyer, the police chief, score heavily. So, too, do Paula Raymond as Merrill's patient wife, Florenz Ames as underworld leader and James Westerfield, aging police captain succeeded by Merrill. *Whit.*

It's Another Hot One from ALLIED ARTISTS!

SPEARHEADED BY PREMIERES IN NEW ORLEANS, CHICAGO, DETROIT, BOSTON, MILWAUKEE!

DCA

(Continued from page 1)

holding stock ownership in the company, in addition to the composition of DCA's board of directors.

Kaufman, Schwartz To Confer Monday

Having completed production of "Long John Silver" on location in Australia, Joseph Kaufman will fly to Hollywood for a 10-day stopover prior to arriving in New York on Monday. Kaufman will remain in New York for approximately two weeks to confer with Fred Schwartz and other executives of the recently established Distributors Corp. of America on the Christmas launching of the picture.

"Long John Silver," in CinemaScope and Technicolor is Kaufman's first independent production since he resigned his post as managing director of theatre operations for Cinerama. Previously, as an independent producer and in association with film companies, Kaufman produced "Sudden Fear," "Pandora and the Flying Dutchman" and other films.

Ed Grainger

(Continued from page 1)

rights to the James Street novel. Richard Maibaum is now completing the script and Grainger is discussing a starring contract with Alan Ladd.

Grainger is negotiating with RKO for an arrangement under which he will continue to headquarter at that studio and use its production and distribution facilities.

Sees Independents as Vital

In announcing his new plans, Grainger declared that the present picture shortage is the most serious in years and that the independent production field is in a fundamentally important position with relation to the industry's future. "Good films are running up all-time grosses and there is definite scarcity of top product. I feel that stepped-up independent production will be the solution to this problem for the industry," he said.

Among Grainger's productions in the past were "Flying Leathernecks," "One Minute to Zero," "The Racket," "The French Line," "Second Chance" and "Devil's Canyon."

FLY B·O·A·C
The Monarch
ARISTOCRAT OF THE AIR
Direct
New York • London
BRITISH OVERSEAS AIRWAYS CORPORATION
Reservations through your travel agent or call B.O.A.C. at 342 Madison Ave., New York 17, N. Y., tel. MU 7-8900

U.S. Films, Free of Propaganda, Most Popular in Ceylon, Says Jurist

HOLLYWOOD, Sept. 21.—American product leads all others in Ceylon "because of its freedom from propaganda and because it is just what it is supposed to be — entertainment," Associate Justice E. F. N. Gratianen of the Ceylon Supreme Court said today as guest of the Association of Motion Picture Producers and Universal International. The jurist added, "Installation of new wide screen and your magnificent sound in Ceylon's theatres will make American films more popular than ever before."

Queries FCC

(Continued from page 1)

studying the question of whether the FCC should have direct control over TV networks.

Lee said he felt the Commission already has enough control over networks indirectly through its authority over the individual stations. "In addition to my general belief that the Commission already has sufficient authority to control the networks indirectly," he declared, "I do not see how direct legislation could do this without including such outlets as advertising agencies, talent agencies, program packagers, motion picture companies, etc. Any other course would be inequitable and unfair." Lee warned that a little government control of networks would inevitably lead to a lot of government control, and therefore should be avoided at the start.

Lee also urged the radio and TV industry to a do a better job of policing "bait" advertising, excessive advertising and distasteful advertising if they expect to avoid "corrective legislation and restrictive regulations." He said the Federal Trade Commission in 1953 received over 173,000 complaints on fraudulent radio advertising and 60,000 on television advertising, with nearly 10,000 of sufficient weight to warrant being marked for legal action.

Kalmine

(Continued from page 1)

Casino Theatre in London on Sept. 30.

He was accompanied by Wentworth Fling, vice president in charge of engineering of Cinerama Inc., who will check the engineering side of the Cinerama installation. Kalmine will return home after the opening.

Cooper in New Firm

(Continued from page 1)

Prinzmetal is Cooper's attorney. Eve Ettinger, former Columbia Pictures story department head, has been engaged as associate and story consultant to the new production organization.

Texas Drive-ins Set Personnel Service

DALLAS, Sept. 21.—The Texas Drive-In Theatre Owners Association has opened a new business office at 1710 Jackson Street, here. An employment service has been set up at this address and projectionists and theatre managers desiring occupation in the drive-in field are encouraged to leave their applications at the new association office.

Technical information of all kinds will be available.

Allied Artists

(Continued from page 1)

eign branches and exchanges of major film distributors.

"Considering the continued distribution through independently owned exchanges in each foreign nation."

The Allied president stated that while he was in London, Paris and Monte Carlo, where he attended a sales convention for Associated British Films, he saw rushes on his company's CinemaScope production, "The Black Prince." The first print of this film should be here in America by January, Broidy said, and "from what I saw of the picture, it is very good."

Broidy, accompanied on his return to this country by Harold J. Mirisch, AA vice-president, said he plans to meet with Eastern Allied officials concerning plans for the 34 productions which are scheduled for 1955. It was learned that William F. Rodgers, former vice-president and director of Loew's, Inc., and now president of Amalgamated Pictures, will also sit in on the AA meetings. Rodgers is to act as a consultant and advisor on AA's distribution problems.

Canada Sets Dates

(Continued from page 1)

Nov. 23-24—Motion Picture Industry Council of Canada; Nov. 23-25—theatre equipment exhibition; Nov. 25—annual meeting and luncheon, Motion Picture Theatres Association of Ontario; Nov. 25—annual awards dinner, Canadian Picture Pioneers.

The Toronto Variety Tent will entertain at a dinner on Nov. 23 in the clubrooms while all delegates will attend a luncheon of the Canadian Motion Picture Distributors Association tentatively scheduled for noon on Nov. 23.

Set 'Iron Fence'

"The Iron Fence," a series of true stories of escapes from behind the Iron Crtain, will go into release on Oct. 8 as the first of eight specials in RKO-Pathe's 1954-55 line-up, it was announced yesterday by Sidney Kramer, short subjects sales manager.

'Go See' to 'Egyptian'

Ten thousand subway and car cards are on display throughout the New York Subway system naming Darryl F. Zanuck's "The Egyptian" in CinemaScope the "Go See Picture of the Month" for September-October.

Belmont Joins UA

C. G. "Jerry" Belmont, for the past ten years with RKO Radio's foreign division, has resigned to join the same division of United Artists. During World War II Belmont was with the U. S. Navy for about two years.

IFE

(Continued from page 1)

uct release, Jacon, along with I. F. E. executive vice-president E. R. Zorgniotti, stated that U. S., Canadian and Far East distribution rights to "Bread, Love and Dreams," Miss Lollobrigida's latest film currently at the Paris Theatre here, has been acquired by I. F. E. from Titanus Films.

Among the 11 films which will be released by I. F. E. are "Madame Gobette," "Green Magic" and "Aida," Jacon said. Also, the film executive revealed that four more films starring Miss Lollobrigida will be released by the organization by the Fall of next year.

They are: "Wayward Wife," an English language film due for November distribution: "Times Gone By," currently playing some key U.S. situations; "Woman of Rome," set for release in the spring, and "Bread, Love and Jealousy," sequel to "Bread, Love and Dreams," which is planned for the Fall.

Free of Hughes Deal

Commenting on her exclusive contract with RKO head Howard Hughes, Miss Lollobrigida stated that "I am now free of that contract and would like to make a film in Hollywood if the story offered me was right." The Italian actress also revealed that in the past she has had participation deals with producers. "If the producer suffers, I suffer also," she commented.

The Italian thespian revealed that in her only two American films in which she has appeared, "Crossed Swords" and "Beat the Devil," she had to learn English, but in the former film, her voice was dubbed in.

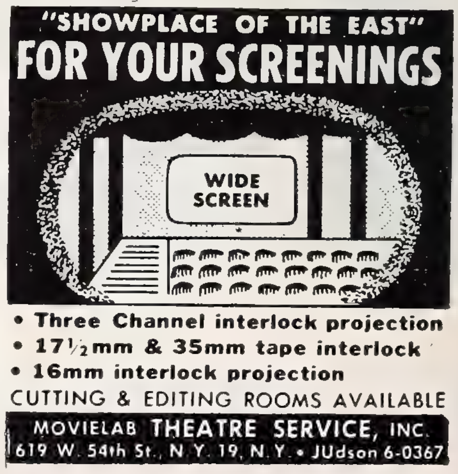
Jonas Rosenfield, I. F. E. vice-president in charge of advertising and publicity, informed the trade press that Miss Lollobrigida's picture will be on the cover of every major national magazine in the United States within the next two months.

Jacon added that immediate bookings are available for "Bread, Love and Dreams."

Liebeskind Joins Times Television

Nat Liebeskind has taken over as general manager of Times Television Corp. This company is the exclusive distributor for television for all product produced by the National Film Board of Canada.

Liebeskind, a veteran in the motion picture industry, has specialized in distribution, not only in the U.S.A. but in Europe, Asia and Latin-America where he established offices for some of the major film companies.


"SHOWPLACE OF THE EAST"
FOR YOUR SCREENINGS
WIDE SCREEN
• Three Channel interlock projection
• 17½mm & 35mm tape interlock
• 16mm interlock projection
CUTTING & EDITING ROOMS AVAILABLE
MOVIELAB THEATRE SERVICE, INC.
619 W. 54th St., N. Y. 19, N. Y. • JUdson 6-0367

National Pre-Selling

The build-up for "Barefoot Contessa"

FOR most of the public throughout the nation, interest in "The Barefoot Contessa" was started through the attention accorded it in national magazines. Included were a five-page feature in "Life," front cover and two-page story in "Collier's," color-page in "Redbook," picture-of-the-month in "Coronet," multiple-page layouts in "Tempo" and "Cue" and coverage in all the fan magazines.

Advertising tie-ins include a "Contessa" sweater promotion in fashion magazines by Boepple Sweater Co., a "Contessa" letter writing contest by the Italian Line with free round-trips to Italy as prizes, window displays with stills at Pan American Airways, also shoe campaign sponsorships by I. Miller, Dave Evins, Herbert Levine and Delman. Music promotion of UA's "Song of the Barefoot Contessa" by Chappell & Co. also is an important factor, with recordings set by Victor and Mercury.

TV and radio breaks are also part of the build-up: a statue of Ava Gardner, flown from Italy appeared on the Dave Garroway network show and on Bill Leonard's network program; producer Mankiewicz is slated for another Garroway program; Humphrey Bogart will appear on the Tex and Jinx, Garroway and Martha Deane shows. UA is making available to exhibitors a TV spot film featuring special art of Ava Gardner.

An attention-compelling full page ad for the picture was a feature of the theatrical section of the N. Y. Times last Sunday.

●

The photographing of "Land of the Pharaohs," a Warner Bros. picture directed by Howard Hawks, has been selected by the editors of "Life," as the lead news story in the current issue. This is the first time that a motion picture has been given the first news story position in "Life."

One of the ace photographers of the Luce organization traveled to Egypt to photograph the making of "Land of the Pharaohs," near the Pyramid of Khufu and in the shadow of the great Sphinx. As many as 9,270 Egyptian extras were used as "pyramid builders," to recreate the work their forebears had actually done centuries ago. Seven full pages, including a two-page spread, are devoted to this picture.

●

"Rear Window," "Broken Lance," and "Betrayed," are reviewed in the October issue of "Seventeen."

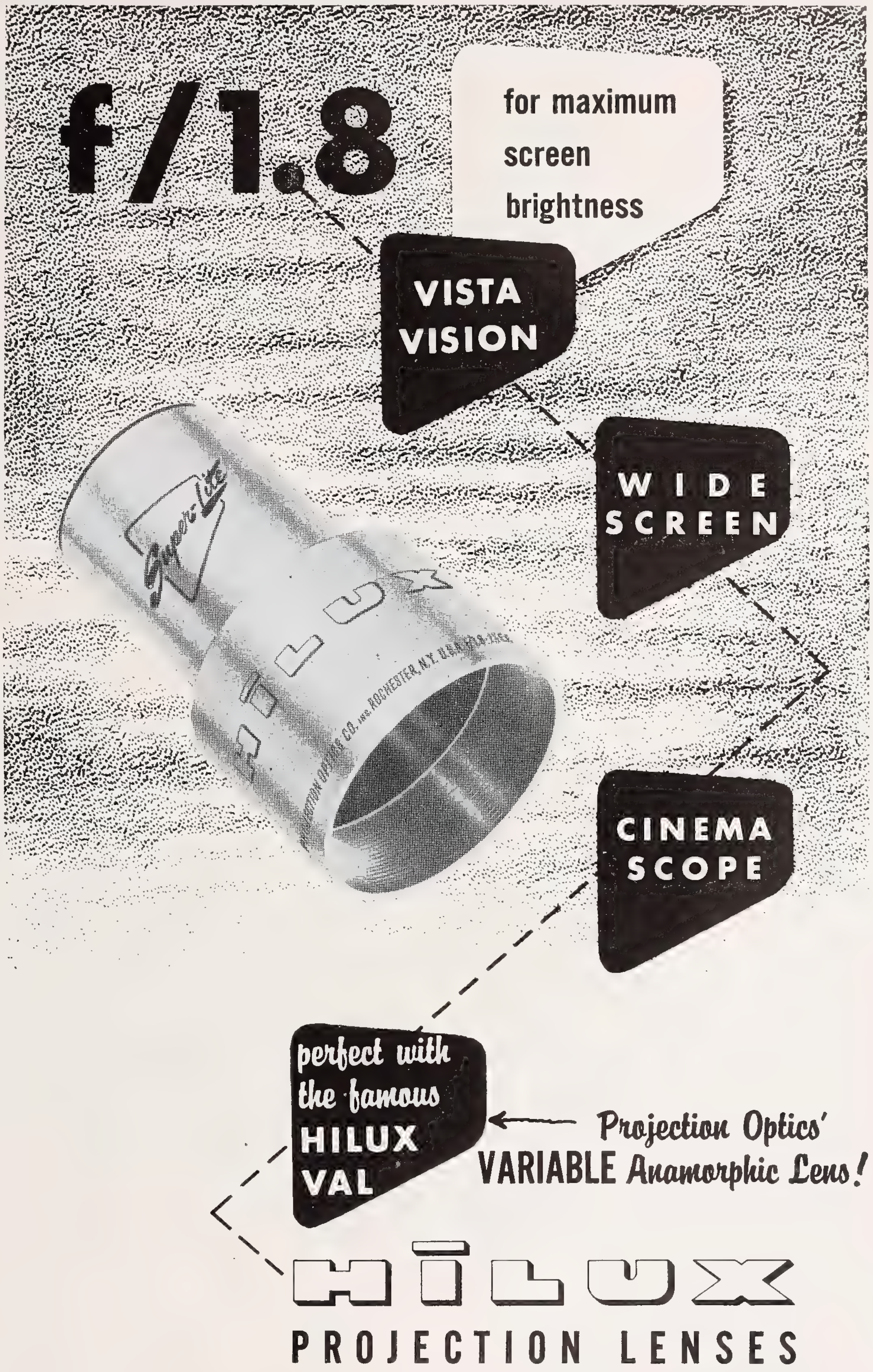
●

A beautifully colored photograph from "The Egyptian," which spreads across two pages, introduces the condensation of the novel of the same name in the October issue of "Woman's Home Companion." The complete condensation appears on 12 pages of the current issue.

●

"Look," gave "Brigadoon" a splendid send-off in the current issue. Beautifully colored pictures illustrate the review, which appears on a two-page spread.

WALTER HAAS


f/1.8
for maximum screen brightness
VISTA VISION
WIDE SCREEN
CINEMA SCOPE
Super-Lite
HILUX
PROJECTION OPTICS CO. INC. ROCHESTER, N.Y. U.S.A.
perfect with the famous HILUX VAL
Projection Optics' VARIABLE Anamorphic Lens!
HILUX
PROJECTION LENSES

Since the advent of Wide Screen and CinemaScope *thousands* of progressive theatre operators have equipped their projectors with Hilux and Super-Lite projection lenses—*for use as prime lenses* with their anamorphic attachments.

Your patrons, too, will appreciate the superior quality that over 30 years of lens craftsmanship have engineered into the Hilux *f*/1.8. **$270 up** per pair at your Theatre Supply Dealer.

PROJECTION OPTICS COMPANY, INC.
330 LYELL AVENUE • ROCHESTER 6, NEW YORK

The private life of the
world's most beautiful animal!

HUMPHREY BOGART · AVA GARDNER

in "THE BAREFOOT CONTESSA"

in color by TECHNICOLOR · co-starring EDMOND O'BRIEN · MARIUS GORING
VALENTINA CORTESA · ROSSANO BRAZZI with WARREN STEVENS · BESSIE LOVE

written and directed by JOSEPH L. MANKIEWICZ

A FIGARO INCORPORATED PRODUCTION

THRU
UA

WORLD PREMIERE CAPITOL THEATRE, N. Y. SEPT. 29

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 59 NEW YORK, U. S. A., THURSDAY, SEPTEMBER 23, 1954 TEN CENTS

At TOA Conclave

Starr to Seek Broadening of Film Markets

Says Untapped American Field Must Be Explored

Broadening the potential market for films in the U.S., irrespective of where the picture is produced, will be explored at the forthcoming Chicago convention of Theatre Owners of America by Alfred Starr, TOA board member, Starr disclosed here yesterday.

Alfred Starr

Starr made the disclosure when asked to comment on the contention of J. Arthur Rank that British pictures are not being given sufficient playing time on United States screens.

In his reply, Starr held there are millions of people in the U.S. who are not being reached by the present "avenues of communication." His contention, Starr held, is true for all pictures, Hollywood-made product as well as foreign films.

New avenues of communications must be explored if the large untapped

(*Continued on page* 6)

MPEA Okays New Norway Film Pact

A new one-year film pact with Norway has been approved by the Motion Picture Export Association, it was disclosed here yesterday.

The new pact, negotiated by MPEA vice-president Griffith Johnson while in Oslo, continues the 40 per cent rental ceiling. However, it revises the exceptions from the 40 per cent limitation from five for all companies under the old pact, to two films per company which are freely negotiable.

The MPEA approved the pact at a late meeting Tuesday.

To Mark Cinerama Second Birthday Next Thursday

Cinerama will celebrate its second anniversary here next Thursday evening. The showing that launches its third year on Broadway will have as special guests 150 mayors of cities and towns within a radius of 100 miles of New York, invited as guests of S. H. Fabian, president of the Stanley Warner Corp., which controls the process and its theatres.

Cinerama has achieved the longest run of any motion picture on Broadway. On Oct. 26, it will set the all-time record of first runs by passing the 108-week record of "Red Shoes" at the Bijou Theatre, which is a small legitimate house.

In honor of Paul Mantz, Bendix trophy winner and flyer of the air travel sequences that comprise the "America the Beautiful" climax to the Lowell Thomas-Merian C. Cooper presentation, a large delegation of uniformed pilots of the Air Line Pilots Association will attend the birthday showing. Thomas will join Mantz and Stanley Warner heads in greeting the guests.

Other honors in the form of scrolls and plaques will be accepted for Cinerama from the General Federation of Women's Clubs, the National Board of Review and Audio Magazine.

N.J. ALLIED DEMANDS ACTION ON 'CONFISCATORY' RENTALS

Special to THE DAILY

MONTICELLO, N. Y., Sept. 22.—Acting on the premise that the distributors' policy of pricing films is confiscatory of the benefits derived from the reduction in the Federal admission tax, Allied Theatre Owners of New Jersey today recommended that the issue be submitted to Allied's national board of directors as a subject for Congress to investigate, the theory being that Congress granted theatres relief which they are not receiving.

This topic held the spotlight today at the annual convention of the New Jersey unit at the Concord Hotel now in session here.

Many of the exhibitors present reported that sales representatives and managers with whom they negotiate did not pay attention to, or did not receive orders from, their home offices on easing their policy toward exhibitors. There was considerable resentment at the remarks of some of the sales managers that customers were dishonest. The exhibitors said the film companies themselves refused to check exhibitor overhead to determine equitable deals.

They also talked about print shortages, reporting that many shows were advertised but not played and some of them reported that even trailers that they had booked were not available. There were suggestions that pictures

(*Continued on page* 6)

At Illinois Meeting

Decree Violations Should Be Reported, Levy Says

SPRINGFIELD, Ill., Sept. 22.—"Shocked" at the many apparent violations of decrees in the U.S. vs. Paramount case in this and in other areas, Herman M. Levy, TOA general counsel, declared that "violations reported at exhibitor meetings concerning certain distributors, mainly in the field of conditioning the sale of one picture upon another or others were disheartening."

Speaking at the regional meeting of the United Theatre Owners of Illinois at the Leland Hotel here, Levy stated that "I am heartened by the fact that the exhibitors concerned have agreed to put their complaints in writing, giving the time, place, name of sales representative, and the demands made by him, so that appropriate action could be taken."

Wants Details Sent to New York

Levy asked the exhibitors at the UTO meeting to forward to TOA headquarters in New York all such information regarding violations of the decrees.

Other complaints voiced by the exhibitors attending the meeting included:

¶ Shortage of prints. It was stated that as high as 18 prints on a single picture were available a few years ago to serve the St. Louis area, and that this has now been reduced to four or five, and that many prints were sent out without inspection.

¶ Some theatres now have to wait at least a year in order to get product at a price they can afford to pay.

¶ The distributors owe it to the youth of the nation to keep the small

(*Continued on page* 6)

Dedicate Restored 'Black Maria' of Thomas A. Edison

By SHERWIN KANE

WEST ORANGE, N. J., Sept. 22.—An exact replica of the "Black Maria" building built and used by Thomas A. Edison as the world's first motion picture studio was dedicated on the grounds of Thomas Edison Industries here today.

Approximately 100 members of the Thomas Alva Edison Foundation, members of the motion picture industry and representatives of the press attended the dedication ceremonies following a luncheon on the grounds and a screening of Jules Levey's documentary color film "The Story of Thomas Alva Edison" in the reconstructed "Black Maria" building.

Adolph Zukor, industry pioneer and chairman of the board of Paramount Pictures, unveiled the plaque affixed

(*Continued on page* 6)

Group to Aid MPRF Names Its Leaders

HOLLYWOOD, Sept. 22.—Motion Picture Exposition, cross-industry organization formed to promote activities beneficial to the Motion Picture Relief Fund, met last night to name a board of directors, elect officers and appoint an executive committee.

The organization embraces, in addition to the Motion Picture Relief Fund, the Association of Motion Picture Producers, AFL Film Council, Screen Actors Guild, Screen Producers Guild, Publicists Guild, Society

(*Continued on page* 6)

"No man has ever paid for me, and I do not think any man ever will..."

—from Joseph L. Mankiewicz's "THE BAREFOOT CONTESSA"... thru UA

Personal Mention

ALFRED E. DAFF, Universal Pictures executive vice-president, will leave New York today for Hollywood. EDWARD MUHL, vice-president in charge of production, who has been here for conferences, will return to the Coast today.

●

CAROL MENDELSOHN, daughter of IRVING MENDELSOHN, United Artists exchange manager in New Haven, has resumed her studies at Brandeis University, Waltham, Mass.

●

MAX WEINBERG, writer, accompanied by his wife and daughter, will leave New York by plane today for Switzerland.

●

SIDNEY S. KULICK, of Bell Film Exchange, was in Albany, Gloversville and Syracuse from New York.

●

CECIL B. DEMILLE will leave New York today aboard the "Constitution" for Alexandria, Egypt.

●

WALTER WANGER and his wife, JOAN BENNETT, will arrive here by plane today from the Coast.

●

MONA FREEMAN will arrive here tomorrow from the Coast on her way to England.

●

MORI KRUSHEN, United Artists exploitation manager, is in Philadelphia from here.

●

JULES LEVEY, producers' representative, left here for the Coast by plane last night.

●

SAM WIESENTHAL, producer, will leave here today for Hollywood.

●

FREDRIC MARCH will leave here today for Hollywood.

J. J. Anti-Trust Suit Set for Trial Feb. 7

Federal Judge John C. Knox yesterday set Feb. 7 as the trial date for the anti-trust case filed by J. J. Theatres, operators of the Luxor Theatre in The Bronx, against Spyros and George Skouras, Skouras Theatres and 20th Century-Fox. The plaintiffs charged that the Skouras houses were favored over the Luxor.

The case first went to trial in February, 1953, when it was dismissed by the court. In May of this year, the Circuit Court of Appeals reversed the decision.

Frank Petraglia to Walt Disney Staff

Frank Petraglia has joined the staff of Walt Disney Productions.

Formerly with RKO Radio as head of television, radio and merchandise tie-up activities, Petraglia will handle music exploitation for the Disney organization under the supervision of Abe Glaser. Petraglia will also be active in the national publicity and exploitation of Disney film product.

Todd's Distribution in Italy To Be Handled by Haggiag

Distribution of films of Michael Todd Productions will be handled in Italy by Robert Haggiag, Italian distributor-producer, it was disclosed here yesterday.

The disclosure was made by Haggiag at a reception honoring the appointment of Phil Reisman as president of Michael Todd Productions, the organization which will handle the production and distribution of films made in the Todd-AO wide screen process. Reisman, in accepting the appointment, has severed his connections with the Joseph P. Kennedy organization.

It was learned that Reisman plans a trip to England in connection with the production of Jules Verne's "Around the World in 80 Days," the property purchased by Todd while in London from Sir Alexander Korda's London Films.

Todd, accompanied by Haggiag, was scheduled to leave here today for the Coast, reportedly to line-up an additional property for the Todd organization.

Ask Civic Groups To Aid Korea Drive

Robert W. Coyne, special counsel for the Council of Motion Picture Organizations, revealed yesterday that local civic, patriotic and religious leaders of many communities have been asked to cooperate with theatre managers in making a success of theatre audience collections for Korean relief during the week of Oct. 4.

Coyne also urged motion picture exhibitors to alert local veteran organizations, fraternal brotherhoods, women's clubs, better business bureau, school, church and municipal groups.

The collection is set for the week of Oct. 4, or anytime thereafter suitable to each local situation, explained Coyne. It is being sponsored by COMPO in answer to the President's appeal to American exhibitors.

Seburn Is Named To New UPH Post

HOLLYWOOD, Sept. 22.—Stephen Bosustow, president of United Productions of America, announced that Ted Seburn has been promoted to assistant to the president. Seburn was formerly in UPA's film editing department.

Before coming to UPA two years ago, Seburn was music editor at Paramount Studios for 13 years. Prior to that time, he was assistant director at the Walt Disney Studios, set designer at Universal Studios and drama professor at the University of Minnesota.

'Star' in B&K House Without Stage Show

CHICAGO, Sept. 22.—"A Star Is Born" will go into the Chicago Theatre of Balaban & Katz on Oct. 15 for an extended run. The house will dispense with stage attractions during the showing of the film.

Hayden Here

Russell Hayden, who has teamed up with Marion Davies in the production of a TV comedy series, "Meet the Family," starring Arthur Lake, co-star of the "Blondie" series, is in New York from the coast, for conferences with Screencraft Pictures, which will handle the package in the East.

Personnel Dismissals At RKO Coast Studio

Special to THE DAILY

HOLLYWOOD, Sept. 22. — Two staff producers, four publicists, the make-up department head and four secretarial workers are known to have been discharged by the RKO studio today in a general paring down of personnel on orders from the top management.

The reduction, which may be more extensive than today's dismissals indicate, follows by 24 hours producer Edmund Grainger's announcement of his intention to enter independent production at the year's end, and by 48 hours Roy Disney's announcement that the wholly-owned Disney subsidiary, Buena Vista Distributing Co., would handle all Disney features.

The studio has no pictures in shooting stage at the present time.

Kintner Shifts 5 in ABC Radio-TV

A series of executive promotions and departmental consolidations within the ABC Radio and Television networks were announced by Robert E. Kintner, president of the American Broadcasting Co.

The departmental consolidations and executive promotions, all effective immediately, are:

Consolidation of the news and special events departments of the ABC radio-TV into one department with John Daly as vice president in charge of the department and Thomas Velotta named vice president and administrative officer of the combined department. Included in the functions of the consolidated news and special events department will be religious and educational programming.

Robert F. Lewine, eastern program director of the ABC Television, was promoted to director of the television program department. Don Durgin, who has been director of network television sales development, was named director of sales development and research for the radio and television networks.

Gene Accas, director of sales promotion for the ABC radio, will head a newly constituted advertising, promotion and publicity department for the combined ABC radio and television networks, serving as director of the department.

Ambassador Eban Of Israel to Speak At Balaban Dinner

Ambassador Abba S. Eban of Israel and Philip M. Klutznick, national president of B'nai B'rith, will be the principal speakers at a testimonial dinner for Barney Balaban, president of Paramount Pictures, on Sunday evening at the Waldorf-Astoria Hotel, it was announced yesterday by Samuel Markle, chairman of the Barney Balaban Tribute Committee.

The testimonial will honor the film executive by providing $1,000,000 for the economic development of Israel through sales of State of Israel Development Bonds.

Will Voice Israel's Thanks

Ambassador Eban wll convey to Balaban the thanks of the people of Israel for his leadership in the effort to strengthen Israel's economy through the State of Israel Bond Issue. Balaban has been a member of the board of governors of the State of Israel Bond Organization since the inception of the Israel Bond drive in 1951.

The Israel Ambassador will transmit to Balaban the greetings of President Itzhak Ben-Zvi of Israel, who has sent a cable to the committee declaring:

"Mr. Balaban's efforts on behalf of the cause of Israel have been of great benefit to the State and people of Israel. I am reassured as to our future relations with the United States and its Jewish community based as they are on achievements of such an outstanding leader."

Stars to Participate

The testimonial for Balaban is being sponsored by the Metropolitan Council of B'nai B'rith along with representatives of the motion picture industry. Reservations are by purchase of $1,000 in State of Israel Development Bonds.

Participating in the program at the testimonial will be many of the outstanding stars of Hollywood and the entertainment world including Eddie Cantor, George Jessel, Eddie Fisher, Grace Kelly and William Holden.

Brandt, Miller Lease Palace, in Stamford

The Palace Theatre, Stamford, Conn., has been leased by Harry Brandt, president of Brandt Theatres, in association with Melvin Miller, for a long term from Mrs. Mary C. Vuono, pioneer Stamford operator who built the house in 1920, at which time it was one of the largest theatres in the state.

Berk and Krumgold were the brokers in the deal.

Daniel Burns Dies

ALBANY, Sept. 22.—A Requiem Mass was celebrated today in Cathedral of the Immaculate Conception for Daniel J. Burns, retired theatre electrician and former Proctor manager in New Jersey. Burns, who had been a member of the Catholic Actors Guild in New York City, last served at the Madison from 1937 to 1950. His widow survives.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor. Published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building. William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street. Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

'Beau Brummel' for Royal Performance

LONDON, Sept. 22.—M-G-M's "Beau Brummel" has been chosen for the annual Royal Film Performance to be held this year on Nov. 15 at Metro's Empire Theatre here.

Poll Branch Locals On Negotiations

IATSE locals, especially those located in the New York area, prefer to negotiate new exchange contracts on an individual basis because conditions are different in each area of the U.S., Russell Moss, executive vice-president of Motion Picture Home Office Employees, H-63, IATSE, said here yesterday.

A poll is being taken by the International of all exchange locals as to whether they prefer to negotiate contracts by themselves or whether they desire to have the International negotiate pacts on a national basis, Moss said.

Many Prefer Local Deals

Many locals, including H-63, desire to discuss new contracts with exchange officials individually in each area, the union official said. "Negotiations on a separate basis also strengthens each local within its area," Moss said.

The IATSE office is seeking information as to the locals' preference in respect to negotiations for a new exchange contract to be dated Dec. 1, 1954, since the current pact expires Nov. 30, 1954, he said.

Reporting on pertinent H-63 problems, Moss said that a membership meeting of Deluxe Laboratories, Inc., personnel will take place tonight in order to learn what the union should seek for its members from management when negotiations commence for a new one-year agreement. The present contract covering union members expires Sept. 30 and H-63 officials are planning to sit down with Deluxe officials some time next week to discuss the new agreement, Moss said.

H-63 to Elect New Head

The entire membership of H-63 will be asked to vote for a new union president shortly as David A. Cassidy, president, has resigned his Paramount Pictures home office position to become a union office staffer, Moss said. Cassidy is to function as an assistant to the executive vice-president, business representative and statistician. The new president is to be elected for the balance of Cassidy's term, Moss said.

Keith's, Baltimore, To Jack Fruchtman

BALTIMORE, Sept. 22.— In a change of active management, Keith's Theatre here has been taken over by Jack Fruchtman, who recently added the New Theatre to his chain which includes several houses in Southern Maryland. The New was acquired last month from Morris Mechanic.

Keith's has been operated for more than 25 years by J. Lawrence Schanberger and his brother, Fred Schanberger, Jr. The former is now in Atlantic City recovering from a heart attack. The latter remains with the new management in an executive capacity.

'WALL STREET JOURNAL' CITES BETTER THEATRE BUSINESS

Confirming a MOTION PICTURE DAILY survey of business conditions in the field, the "Wall Street Journal" yesterday summed up its 10-city roundups with this head: "Long Suffering Theatre Operators Report Best Business in Years."

The "Journal" story, in part, said:

" 'This will be our best year at the box office since we opened the doors 12 years ago.'

"That cheerful forecast comes from Sol Krim, owner of Detroit's Krim movie theatre. Most movie exhibitors contacted in a "Wall Street Journal" 10-city survey agree current business is the best in several years.

" 'Business so far this month is about 40% ahead of a year ago,' reports a spokesman for Loew's Penn Theatre in downtown Pittsburgh. 'It's the best since 1949.'

"Fred Stein, California general manager for United Artists Theatre Circuit, has this to say: 'Our grosses are reaching those of 1946, our best post-war year.'

" 'Our September business is only a little ahead of a year ago, but figures for all 1954 are running 25% over 1953,' declares J. O. Cherry, manager of 10 Dallas theatres.

"This happy refrain is a big change from the blues movie exhibitors almost everywhere were singing less than a year ago.

"It doesn't mean, of course, that movie houses in the aggregate are again doing the hurlyburly business they enjoyed after the war in 1946-47. In those days some 90 million persons were lining up at box offices each week. Today's estimated weekly patron total of about 50 million is little more than half the big-boom figure—but it's more than 10% above the low ebb of 45 million weekly reached in 1951-52.

Points to Closings

"The slump in attendance put many theatres out of business. There now are around 13,500 indoor theatres in the nation, compared with 19,000 in 1947. The number of drive-ins has increased, of course. There now are approximately 4,000 outdoor theatres, compared with a mere 300 seven years ago."

Art House, Drive-in Set for Columbus

COLUMBUS, O., Sept. 22.—Second local art house and a new $250,000 drive-in equipped for year-around operation soon will be added to the Columbus film scene. Louis and Maury Sher, local restaurant operators, will operate the dark Bexley, East Side neighborhood, as an art theatre in association with Ed Shulman, Detroit theatre operator.

The Bexley, opened originally 19 years ago by Theodore Lindenberg, Sr., and his son and later acquired by J. Real Neth, has been dark for about two years. The only other local art house is the World, operated by Charles Sugarman. The Bexley's capacity is 560. It will be opened about Oct. 1.

The Mainview Corp. of Chicago is erecting a $250,000 drive-in in suburban Whitehall, to be opened about Jan. 1. The drive-in will have in-car heaters. Marshall Holleb of Chicago and Sol Morton Isaac, local attorney, are representing the Chicago corporation.

'Hajji Baba' Bow Set

"The Adventures of Hajji Baba," a Walter Wanger presentation in CinemaScope, produced by Allied Artists and released by 20th Century-Fox, will have its world premiere at the Globe Theatre here on Oct. 8, the film distribution company announced.

$1,500 By Drive-ins To Albany 'Dimes'

ALBANY, Sept. 22.—A group of area drive-ins raised more than $1,500 for the emergency March of Dimes campaign, in a week-end distribution and collection of donation envelopes, chairman Alan Iselin, of the Auto-Vision, East Greenbush, announced. He said the total was the largest raised by any segment, and that the cooperation by drive-in owners was unexcelled.

Jack Goldberg, Metro manager, served as distributor chairman. Iselin had charge of the local drive for the motion picture industry in the regular March of Dimes last January.

'Mutiny' in Last Week at Capitol

"The Caine Mutiny," Columbia's Technicolor version of the best-selling novel, will begin the 14th and last week of its Capitol Theatre engagement here on Thursday. The picture has been the third longest-running film in the 35-year history of the Broadway showcase.

Only "From Here to Eternity," 20 weeks and one day, and "Moulin Rouge," 15 weeks, stayed on longer than "The Caine Mutiny." "Gone With the Wind," which had been the record holder for 15 years, is now in fourth place with its mark of 11 weeks and two days.

CinemaScope Newsreel Development Depends on Theatre Installations

Test prints of CinemaScope newsreels in color which were screened here privately have received favorable comment from top officials of 20th Century-Fox and Movietonews, it was learned here yesterday.

An official of the newsreel organization reported that while CinemaScope newsreels have been developed and are still undergoing laboratory testing, the "wholesale" switchover from regular black-and-white prints to CinemaScope newsreels will depend on the installation of the medium in theatres throughout the world and equipment costs.

Disney Shorts Will Continue Under RKO

RKO Radio will continue to distribute the Walt Disney short subjects, according to James R. Grainger, RKO president. Grainger said the present contract under which the Disney subjects are released by RKO has about three years to run. Disney announced this week that his company's subsidiary, Buena Vista Distributing Co., will release forthcoming Disney feature-length pictures.

Albany Tent to Elect on Oct. 23

Special to THE DAILY

ALBANY, Sept. 22.—The Variety Club, at its first meeting of the fall and winter season, voted to elect a new crew and to have the crew choose new officers on Oct. 23. The new group will assume direction of Tent No. 9 on Nov. 1, according to present plans.

Decision as to dates for the annual drive on behalf of the Variety-Albany Boys Club Camp Thatcher and other details will be made by the new officers and crew, chief barker Jules Perlmutter stated. A "kickoff" dinner is expected to take place sometime in November. General James A. Van Fleet, S. H. Fabian and Col. William McCraw were the principal speakers at last year's affair.

A report showing considerable reduction in the club's debt is slated for submission at the Oct. 18 session. Tent No. 9 will almost be in the clear by then, Perlmutter prophesied.

Start 6 New Films At Coast Studios

HOLLYWOOD, Sept. 22. — Six new pictures starting and only two pictures finishing increased the total number of pictures in work this week to 32.

Started were: "Interrupted Melody," CinemaScope, color (Metro-Goldwyn-Mayer); "The Trouble With Harry," VistaVision, Technicolor (Paramount); "The Seven Year Itch," CinemaScope, color (20th Century-Fox); "Not As A Stranger," Stanley Kramer, and "Gentlemen Marry Brunettes," Russfield-Voyager, CinemaScope, Technicolor (United Artists); "Justice Comes to Tomahawk," color (Universal-International).

Completed were: "Prize of Gold," Warwick, Technicolor (Columbia); "White Feather," Panoramic, CinemaScope, Technicolor (20th Century-Fox).

Lease 2 in Watervliet

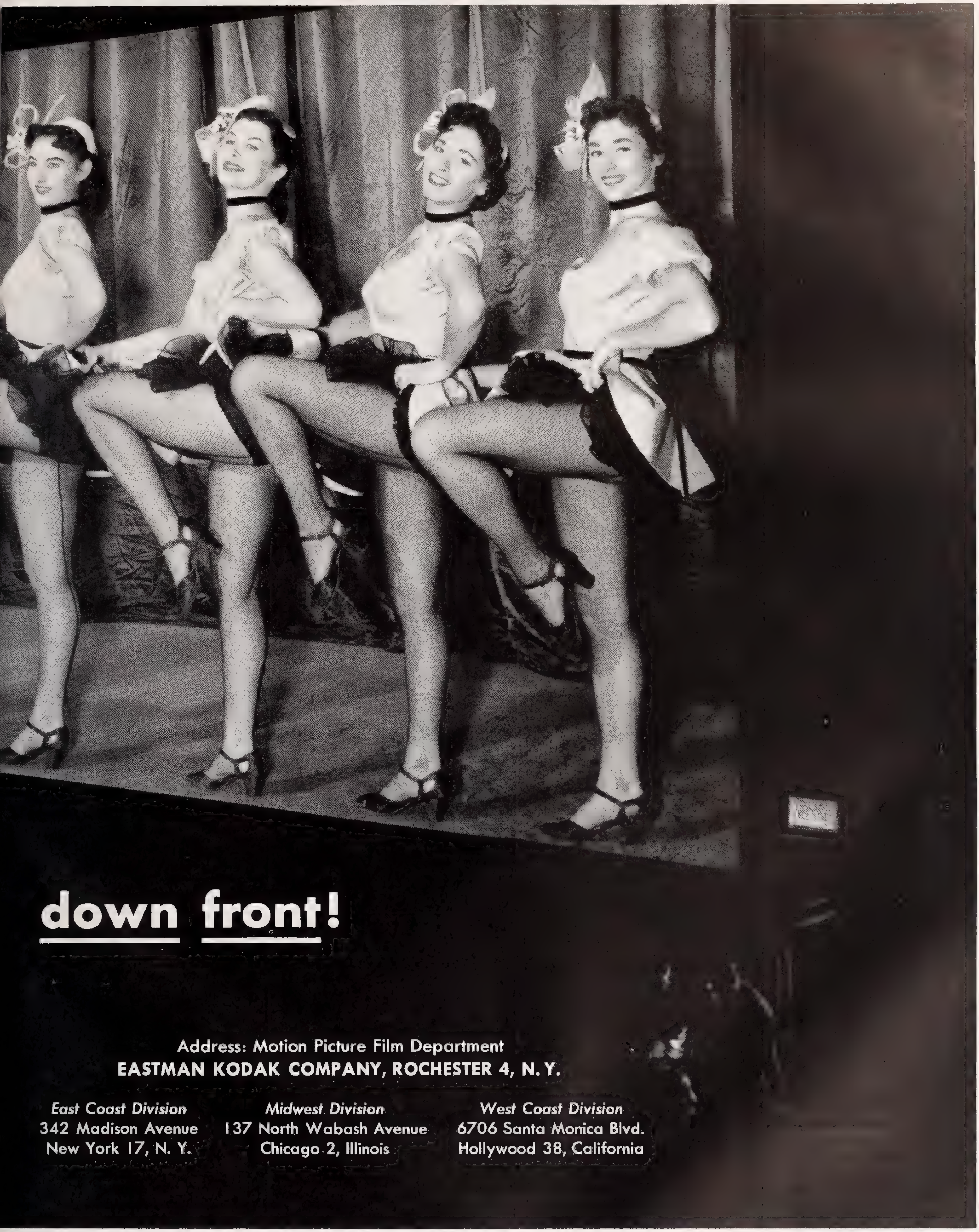
ALBANY, Sept. 22.—The Grand and Strand in Watervliet have been leased by Jules Perlmutter to Peter Holcomb. Perlmutter still buys and books the houses. They are the only theatres in that city, across the Hudson River from Troy.

Launch 'Waterfront'

HARTFORD, Sept. 22.—Columbia's "On the Waterfront" has its initial booking on the E. M. Loew's Hartford division Friday at the E. M. Loew's here.

Now all seats are

Watch an audience, as one of today's wide-screen romances unfolds. There's a new feeling of reality—a new sense of being right in the midst of things. And everyone in the house shares it. All of this comes from combined new technics in picture-taking, processing and projection—problems which the Eastman Technical Service for Motion Picture Film is helping the industry solve. Branches at strategic centers. Inquiries invited.



down front!

Address: Motion Picture Film Department
EASTMAN KODAK COMPANY, ROCHESTER 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

N.J. Allied

(*Continued from page* 1)

not delivered within a reasonable time be reduced in price.

Wilbur Snaper, president, reported to the general membership on the visit to the sales managers by the national Allied film committee. Irving Dollinger, regional vice-president, asked for closer liaison with the national organization through his office.

Officers of New Jersey Allied elected for the coming year are Snaper, president; Louis Gold, first vice-president, Northern New Jersey; Sidney Stern, second vice-president, Northern N. J.; John Harwan, vice-president for South Jersey; William Basil, secretary; A. Louis Martin, treasurer; Harry Sheer, sergeant-at-arms; Dollinger, national director and board chairman.

Resolutions Passed

Following are resolutions passed by the convention:

Resolved that the sales policy of Columbia Pictures as laid down by its general sales manager, Abe Montague, be condemned as insufferable and unconscionable.

That this organization advise its members that before accepting this policy, they carefully consider whether it will allow an equitable profit to the exhibitor.

That it is the opinion of all exhibitors present based on years of experience in exhibition that no picture can be played at terms of 50 per cent of the gross and allow a fair and equitable profit to the exhibitor and therefore that all 50 per cent pictures and any distributor who asks 50 per cent of the gross as film rental be condemned.

That this organization wishes to acknowledge its appreciation to Al Lichtman of 20th Century-Fox and Charles Reagan of M-G-M for their statements that exhibitors are entitled to an equitable profit in their operation. It is our earnest hope that this basic economic principle of business will soon be recognized and put into practice by all distributors.

One in 'B,' Six in 'A' In Latest Legion List

"Four Guns to the Border" has been placed in Class B in the latest listing of the National Legion of Decency, which rated the remaining six films reviewed as Class A.

In Class A, Section 2, are "Private Hell 36" and "Security Risk." The four films in Class A, Section 1, are "The Black Dakotas," "Operation Manhunt," "Sitting Bull" and "Ricochet Romance."

$10,200 for 'Kidnappers'

United Artists' "The Little Kidnappers," at the Trans-Lux 60th St. Theatre here registered a third-week gross of $10,200, which topped the second-week returns by ten per cent, UA reported.

Speed
Quality
Results
You Get All 3
WHEN GOOD-OLE-DEPENDABLE
FILMACK
MAKES YOUR
SPECIAL TRAILERS
1327 So. Wabash Chicago Ill
630 Ninth Ave New York

Report Violations: Levy

(*Continued from page* 1)

town house in operation, as an antidote to juvenile delinquency.

¶ Pictures withdrawn less than a week before playdate after trailers were shown and advertising was out, with the excuse by distributors that "New York won't approve the deal."

¶ The abolition of the sliding scale by the distributors works new hardships on small exhibitors who are already having a hard time making ends meet.

Edward G. Zorn, president of the United Theatre Owners of Illinois, admonished the theatre men to have sufficient backbone to say "no" to present "outrageous high terms demanded by distributors." He also traced the history of the organization, its value and purpose, recapping the many valuable services it has performed for its members over the years.

Albert M. Pickus, TOA vice president, of Stratford, Conn., pointed up the value of the strong national organization of TOA and lauded the services now being rendered the group by the national TOA president, Walter Reade, Jr.

Sixty-seven exhibitors were in attendance from the central Illinois area around Springfield in this, the fourth of such "grass roots" conferences conducted by George Kerasotes, UTOI vice president, assisted by George Gaughan, TOA field representative, who has been personally interviewing Illinois exhibitors during the last several weeks as to their individual problems.

Starr

(*Continued from page* 1)

American market is to be nourished, he argued.

Regarding domestic issues, Starr hit at the present trend in film rental terms, contending that if current practices are not halted, a 70 per cent floor on film rental terms will become the future order of the day. At one time, he stated, exhibitors balked at paying 35 per cent to distributors for a film. Now, he held, distributors have a higher percentage scale and, in addition, are demanding guarantees.

On another topic, Starr expressed hope that the TOA convention, which gets under way on Oct. 31, will establish a liaison with exhibitor organizations of other nations. All exhibitors throughout the world, he added, have a community of interest.

27 Theatres to Carry TNT-Liquor Telecast

More than 20,000 package store operators carrying products of the Frankfort Distillers Co. will gather in 27 theatres today in 20 cities to witness a closed circuit, large screen Theatre Network Television presentation of the Frankfort Television Festival.

Six theatres in the New York metropolitan area, two in Chicago and two in Los Angeles are among those being used for the TNT showing, beginning at 1:30 p.m. EDST, according to TNT president Nathan L. Halpern.

M. P. Relief Fund

(*Continued from page* 1)

of Motion Picture Art Directors, Society of Independent Motion Picture Producers, the Independent Motion Picture Producers Association and the City of Los Angeles, which has been pledged by Mayor Norris Poulson to cooperate.

Depatie President

Officers of the organization are: Edmond L. Depatie, president; Y. Frank Freeman, first vice-president; Benjamin B. Kahane, second vice-president; Albert B. Hilton, third vice-president; Alfred P. Chamie, secretary, and George Douglas, treasurer.

New Business Rises $1,275,000 at NBC-TV

More than $1,275,000 in new business for NBC-TV's magazine concept programs, "Today," "Home" and "Tonight," have been signed in the past 30 days, Richard A. R. Pinkham, vice-president in charge of participating programs department, announced here yesterday.

The sale includes some 300 participations by 18 advertisers, the television executive said.

'Suddenly' Oct. 7

"Suddenly" will have its New York premiere at the Mayfair Theatre on Oct. 7, instead of Oct. 12.

People

Harvey Appell, who for three years has been Columbia Pictures salesman in Albany, N. Y., has been transferred to Boston, in a similar post, effective Monday. He will be succeeded in Albany by **Jack Sussman,** who has been shifted there from Des Moines.

◆

Harold T. Bickford has been named credit manager of Allen B. Du Mont Laboratories. He joined Du Mont in 1945 as a staff member in the cost department and later was appointed head bookkeeper, a post which he occupied until his present promotion.

◆

Jean Peters and **Richard Todd,** 20th Century-Fox players, have arrived in Atlanta for the filming of "A Man Called Peter," biography of the late Rev. Peter Marshall. The production unit consists of the two stars and 32 members of the technical staff.

◆

A. O. La Flamme, manager of the Strand Theatre, Albany, N. Y., who was recently elected chairman of the Community Chest Drive, which opens next month with a goal of $650,000, has obtained the cooperation of local theatres and film exchanges.

◆

Stan Kolfield, owner of the Starlight Drive-in Theatre, Chicago, has announced that he will operate throughout the winter on a seven-days-week basis rather than on weekends, as heretofore. Close to the drive-in Kolfield is building an ice skating rink for the use of the patrons before the start of the shows.

◆

Morrie Roizman in association with Auerbach Film Enterprises has completed a 30-minute color subject on Rembrandt which will be screened for distributors shortly.

7 Weeks for 'Susan'

CHICAGO, Sept. 22.—RKO's "Susan Slept Here" has gone into the seventh week of its run at the Woods Theatre, here. The Technicolor comedy is currently in its sixth week at the Music Box Theatre, Seattle.

Unveil Replica of Edison's 'Black Maria'

(*Continued from page* 1)

to the "Black Maria" building commemorating Edison as the "father of the motion picture industry."

Zukor Pays Tribute

Zukor stressed that the whole industry of today stems back to the imaginative genius and vision of the great inventor. The occasion, he said, was an opportunity for the industry to honor the man who built the first motion picture camera and studio. He recalled visiting Edison in the original "Black Maria" about 50 years ago.

Zukor cited the many contributions of films to education, international information and entertainment. The industry, he said, always has followed the "lead of invention and progress which it inherited from Mr. Edison. Our industry's research laboratories are among the finest in the world; our engineers and scientists are outstanding."

Admiral Bowen Presides

Vice Admiral Harold G. Bowen, executive director of the Edison Foundation, presided at the ceremonies which also included addresses by Herbert Barnett, president of the Society of Motion Picture and Television Engineers; John Edison Sloane, grandson of the inventor; Frank B. Stover, assistant to the Commissioner of Education, New Jersey State Department of Education, and Miss Rita Hochheimer, assistant director in charge of the bureau of visual instruction, New York public schools. Both of the latter spoke on the role of visual education in modern schools.

Screening of the three-reel documentary film "The Story of Thomas Alva Edison" was in the newly dedicated "Black Maria" building, now fully equipped as a 50-seat theatre. The building, like the original, is on a circular track and has a roof section which can be opened. By these means, Edison was able to take advantage of direct sunlight at any time of day in photographing his early films within the "Black Maria."

Industry Well Represented

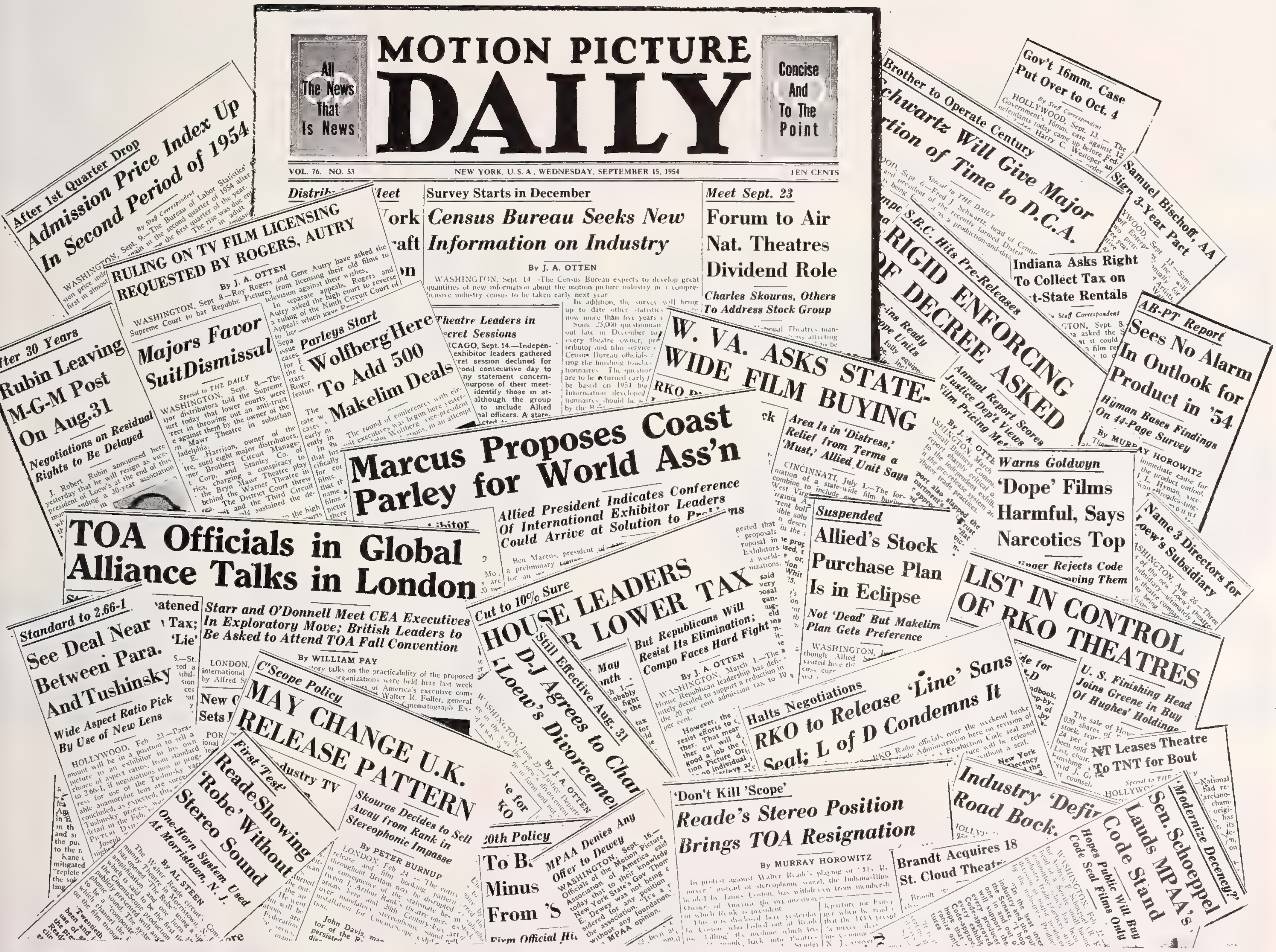
Representing the industry in addition to Zukor and Levey were John J. O'Connor, vice-president of Universal-International; and John McCullough of the Motion Picture Association of America.

You saw it *FIRST* in

Motion Picture Daily

These are but a few examples— and none is a trivial item tagged, "This is an Exclusive Dispatch".

If it's news that IS news— *about people and events of importance to you*— you see it FIRST in *Motion Picture Daily*— concise and to the point.



MOTION PICTURE DAILY

All The News That Is News

Concise And To The Point

VOL. 76. NO. 53 NEW YORK, U. S. A., WEDNESDAY, SEPTEMBER 15, 1954 TEN CENTS

Survey Starts in December

Census Bureau Seeks New Information on Industry

Meet Sept. 23

Forum to Air Nat. Theatres Dividend Role

Charles Skouras, Others To Address Stock Group

After 1st Quarter Drop

Admission Price Index Up In Second Period of 1954

RULING ON TV FILM LICENSING REQUESTED BY ROGERS, AUTRY

After 30 Years

Rubin Leaving M-G-M Post On Aug. 31

Negotiations on Residual Rights to Be Delayed

Majors Favor Suit Dismissal

Parleys Start

Wolfberg Here To Add 500 Makelim Deals

W. VA. ASKS STATE-WIDE FILM BUYING

Area Is in 'Distress,' Relief from Terms a 'Must,' Allied Unit Says

Marcus Proposes Coast Parley for World Ass'n

Allied President Indicates Conference Of International Exhibitor Leaders Could Arrive at Solution to Pr

TOA Officials in Global Alliance Talks in London

Starr and O'Donnell Meet CEA Executives In Exploratory Move; British Leaders to Be Asked to Attend TOA Fall Convention

Standard to 2.66-1

See Deal Near Between Para. And Tushinsky

Wide Aspect Ratio Pick By Use of New Lens

C'Scope Policy

MAY CHANGE U.K. RELEASE PATTERN

Skouras Decides to Sell Away from Rank in Stereophonic Impasse

First 'Test'

Reade Showing 'Robe' Without Stereo Sound

One-Horn System Used At Morristown, N. J.

Cut to 10% Sure

HOUS LEADERS R LOWER TAX

But Republicans Will Resist Its Elimination; Compo Faces Hard Fight

Still Effective Aug. 31

D-J Agrees to Cha Loew's Divorceme

MPAA Denies Any Offer to Dewey

20th Policy

To B Minus From 'S

'Don't Kill 'Scope'

Reade's Stereo Position Brings TOA Resignation

Halts Negotiations

RKO to Release 'Line' Sans Seal; L of D Condemns It

Suspended

Allied's Stock Purchase Plan Is in Eclipse

Not 'Dead' But Makelim Plan Gets Preference

Warns Goldwyn

'Dope' Films Harmful, Says Narcotics Top

LIST IN CONTROL OF RKO THEATRES

U. S. Finishing Head Joins Greene in Buy Of Hughes' Holdings

Brother to Operate Century

chwartz Will Give Major rtion of Time to D.C.A.

Gov't 16mm. Case Put Over to Oct. 4

Samuel Bischoff, AA 3-Year Pact

S.B.C. Hits Pre-Releases

RIGID ENFORCING F DECREE ASKED

Annual Report Scores Justice Dept Views

Indiana Asks Right To Collect Tax on t-State Rentals

AB-PT Report

Sees No Alarm In Outlook for Product in '54

Human Bases Findings On 44-Page Survey

Name 3 Directors for Loew's Subsidiary

NT Leases Theatre To TNT for Bout

Industry 'Defi Road Back

Brandt Acquires 18 St. Cloud Theatr

Modernize Decency?

Sen. Schoeppel Lands MPAA's Code Stand

Hopes Public Will Buy Code Seal Films Only

All The News That Is News . . . Concise And To The Point

THE DATES ARE POURING IN FOR

COLUMBIA PICTURES presents A WARWICK PRODUCTION

ALAN LADD

The Black Knight

co-starring
PATRICIA MEDINA with PETER CUSHING • ANDRE MORELL • HARRY ANDREWS
Color by Technicolor
Story and Screen Play by ALEC COPPEL • Produced by IRVING ALLEN
and ALBERT R. BROCCOLI • Directed by TAY GARNETT

COLUMBIA'S RECORD BREAKING COAST-TO-COAST BOOKING STARTS

NOVEMBER 10TH

BE IN ON IT!

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 60 NEW YORK, U. S. A., FRIDAY, SEPTEMBER 24, 1954 TEN CENTS

As Well as TOA

DCA to Offer Allied States Participation

Schwartz to Invite, But Not Urge, Stock Buying

Allied members, as well as those of Theatre Owners of America, will be offered stock ownership participation in Distributors Corporation of America, the newly-formed distribution company headed by Fred J. Schwartz, it was disclosed here yesterday.

Schwartz, it was stated, will be on hand next month at the Allied States Association national convention in Milwaukee to apprise exhibitors of DCA's plans. While there will be no active solicitation of stock participation, it was stated, Allied members will be invited to join the exhibitor-participation DCA line-up.

Schwartz, who also is president of

(*Continued on page* 6)

Nathanson Forms Gibraltar Pictures

Sam Nathanson, former sales manager for Hal R. Makelim, has formed Gibraltar Motion Picture Distributors, Inc., with plans to acquire films for domestic distribution.

Nathanson is also preparing a brochure for producer-distributor contract commitments to establish another source of product.

"A Love Story," the Eric Pommer production which won the Berlin Film Festival Award for photography, recently acquired by Nathanson, is being subtitled for a New York premiere to coincide with the legitimate opening of Hildegarde Neff, star of the film, in her Broadway debut "Silk Stockings."

Again Name Frisch To Head MMPTA

Emanuel Frisch was reelected president of the Metropolitan Motion Picture Theatres Association of New York here yesterday, thus becoming the first president to succeed himself since the founding of the organization in 1946.

Frisch was selected following the election of the new board of directors at the annual membership meeting of the organization.

In addition to Frisch, the newly-

(*Continued on page* 6)

National Theatres Seeks OK to Enter Production

Charles Skouras Reveals Conferences Have Been Held With Officials of Department Of Justice on Amending 20th-Fox Decree

By MURRAY HOROWITZ

National Theatres is seeking government approval to enter the financing and production of motion pictures, Charles P. Skouras, NT president disclosed at a conference held here yesterday.

Charles Skouras

Skouras, meeting the press prior to his conference with brokers and security analysts, told of the first negotiations of a major divorced theatre circuit to initiate production. Talks on amending the 20th Century-Fox consent decree, under which NT separated itself from 20th-Fox, have been going on in Washington with Department of Justice officials, Skouras added.

Expanding on the disclosure, NT general counsel and vice-president John Bertero, who also attended the press conference, said that plans call for NT financing or production of two films per year.

Bertero said that "we have reason to believe" that Department of Justice sentiment has changed since 1946, when the anti-trust judgment was first entered. Describing current talks in

(*Continued on page* 3)

Concession by 20th On 2nd Film of Dual Promised by Gehring

By Staff Correspondent

CHICAGO, Sept. 23.—William C. Gehring, executive assistant general sales manager of 20th Century-Fox, today told members of Allied Theatres of Illinois that his company, effective immediately, will grant to a theatre a reduction in the gross cost of the second feature when the house is playing a double bill. Fox, he said, will allow a fair price for the second feature.

Gehring, introduced by Jack Kirsch, president of Illinois Allied, spoke at a luncheon held in the Blackstone Hotel here. When asked if all CinemaScope

(*Continued on page* 6)

John Harris Sought For NCCJ Campaign

John H. Harris, head of Harris Amusement Co. and other Pittsburgh concerns, and founder and international Big Boss of Variety Clubs, is being asked to head the 1955 campaign of the motion picture industry for the National Conference of Christians and Jews.

Harris was a guest of the industry

(*Continued on page* 6)

N.J. Allied Members In 'Fighting Mood' Following Conclave

New Jersey Allied members are in a "fighting mood" and will follow through on their determination to obtain equitable film terms, it was stated here following the adjournment of the unit's annual convention at the Concord Hotel, Lake Kiamesha, N. Y.

The exhibitors must decide whether they are going to be on the distributors' "payroll" or achieve the success to which they are entitled in operating their own theatres, a N.J. Allied spokesman said.

The convention ended yesterday afternoon and the sessions were devoted to a review of the discussions and resolutions that were passed against film rental practices the day before.

The New Jersey unit's proposals for rentals "reform" will be submitted at the association's annual convention in Milwaukee next month.

Meets Security Men's Views

New Dividend Policies Are Seen for Nat'l Theatres

By SHERWIN KANE

Security analysts of New York's financial community were informed yesterday by Charles P. Skouras, National Theatres president, at a meeting at the Waldorf-Astoria Hotel here that action is being taken to permit a 20 per cent greater dividend payment by the company than is now permitted under agreements relating to funded debt of the company.

It is understood that such action meets satisfactorily one of a series of questions raised by the analysts who represent brokerage houses and customers who have acquired a reported 250,000 shares of N. T. stock in the market in recent months.

Another question they have raised

(*Continued on page* 3)

RKO Suspends Own Studio Production

HOLLYWOOD, Sept. 23.—RKO Radio has temporarily suspended all of its own production at its studios here, planning to rent the stages to independent producers who will use the RKO distribution facilities follow-

(*Continued on page* 6)

Questions Success Of Midwest Drive-ins

The profit possibilities of drive-in operation in the Midwest were questioned here yesterday by Elmer Rhoden, National Theatres vice-president who heads up the circuit's Fox Midwest Theatres.

Rhoden, in response to a question, said that "we don't regard it as a type of showbusiness that we want to engage in." Drive-ins in the Midwest, he continued, are confined to a six-month operation which, he called, a short season.

The question was asked by a newsman at the press luncheon here of Charles P. Skouras, NT president, at-

(*Continued on page* 3)

Personal Mention

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, will leave here over the weekend for Chicago and Los Angeles.

•

LEONARD SPIGELGASS, M-G-M writer, is scheduled to return to New York from Paris on Monday and to leave here for the Coast next Thursday or Friday.

•

WILLIAM A. SCULLY, former Universal Pictures vice-president, is in New York with MRS. SCULLY from Maine, enroute to Florida.

•

DR. RENZO RUFINI, director of the Rome office of Italian Films Export, will return to Italy from New York today by plane.

•

RICHARD HEERMANCE, assistant to WALTER MIRISCH, Allied Artists executive producer, will leave here today for London.

•

MAURICE A. BERGMAN, Universal Pictures Eastern studio representative, has returned to New York from the Coast.

•

A. L. PRATCHETT, Paramount's Latin American division manager, has arrived in New York from Mexico City.

•

FRANK J. PLANAS, Paramount's branch manager in Puerto Rico, has arrived in New York from San Juan.

•

JAMES R. GRAINGER, president of RKO Radio, will leave Hollywood by plane today for San Francisco.

•

VIERI NICCOLI, publicity director for Paramount in Italy, has arrived in New York from Rome.

•

JOSEPH TUSHINSKY, co-inventor of Superscope, will arrive here Monday from Hollywood.

•

JOHNNIE RAY, singer, is expected in New York from Hollywood over the weekend.

•

COLLIER YOUNG, Filmakers executive producer, left here yesterday for Hollywood.

•

HAYES GOETZ, producer, will leave the Coast at the weekend for New York.

•

LOTHAR WOLFF, producer, has returned to New York from Indonesia.

•

ELAINE STEWART will arrive here today from Hollywood.

Rathvon Buys '1984'

HOLLYWOOD, Sept. 23.—N. Peter Rathvon has purchased George Orwell's novel, "1984," and will produce the feature in Germany in the English and German languages, probably with Cornel Wilde starring in the former.

Pennsylvania Censor Law Declared Unconstitutional

PHILADELPHIA, Sept. 23.—The Pennsylvania censorship statute has been declared unconstitutional in an opinion by Judge Edwin O. Lewis of Philadelphia Common Pleas Court in reversing the ban of the State Board of Censors on "She Shoulda Said No," distributed by Hallmark productions. The decision was on an appeal from a final order of the censor board dated July 30, 1953. This case is the first ruling on the board's constitutionality by a state court in many years. There were several Appellate Court decisions upholding the validity of the state censorship law during the years immediately after its passage in 1915.

Judge Lewis said that his decision was based upon the "latest relevant decisions" of the United States Supreme Court on the subject. From a public point of view, Judge Lewis ruled "nothing but harm can result from the exhibition of this film and it is difficult to conceive of any reason for its production other than the usual desire for financial gain. However, we are compelled most reluctantly to remove the ban upon the exhibition of the film in Pennsylvania. Judge Lewis said that the definitions of the statute for the words "indecent" and "obscene" are too inadequate and vague and are "too largely a question of individual opinion or judgment."

Judge Lewis said that the decision does not mean that the Commonwealth of Pennsylvania cannot hereafter censor motion pictures "under a statute clearly drawn and designed and applied to prevent the showing of films that are obscene, indecent or that tend to provoke breaches of the peace."

The state will appeal the decision to the Pennsylvania Supreme Court.

Phila. Pledges 100% To Korean Drive

PHILADELPHIA, Sept. 23.—Ted Schlanger, Stanley Warner executive and co-chairman of the local committee of the COMPO-Korean Drive Fund, chairmaned a meeting yesterday, in the Variety Club headquarters in the Bellevue Stratford Hotel.

In answer to President Eisenhower's appeal to the industry for help in this cause, a 100 per cent participation was agreed upon, including audience collections the week of Oct. 4.

Max Gillis, branch manager, Allied Artists; and Stanley Goldberg, branch manager, National Screen Service, were named distributors' co-chairmen.

Attending the session were, in addition to Schlanger, Jay Emanuel, Lester Krieger, Mort Levine, William Huffman, Lester Stallman, Lou Black, George Reister, Norman Weiss, Herb Lubin and Claude Schlanger.

Full cooperation was signified in absentia by the up-state Comerford Circuit; the Paramount-Publix houses in Philadelphia; Al Boyd Enterprises, and others.

Symphony Telecast Snarled by AT & T

The proposed closed circuit telecast of the Oct. 7 premiere performance of the New York Philharmonic Symphony Orchestra by Dor Theatre Television has become snarled due to the tie-up of AT & T long lines for home television, it was learned here.

An official of the closed circuit organization reported that plans for the two-hour telecast presentation in U.S. theatres have been delayed and tangled due to the lack of clearance by AT & T for cables.

Dor is seeking to offer the Carnegie Hall concert to patrons in theatres which will not institute a reserved seat policy for the performance, the official said.

It is reported that the Balaban & Katz Uptown Theatre in Chicago has signed for the telecast.

3 N.E. States Stay On Daylight Saving

BOSTON, Sept. 23.—With Massachusetts, Rhode Island, New Hampshire and four cities in Vermont continuing on daylight saving time through the month of October while other areas of the nation are reverting to standard time, film carriers expect to meet the problem without too much difficulty. The Maine legislature is undecided what time it will take in that state until the end of a special session which is now meeting in the state capital.

At the Film Exchange Transfer Co., general manager James Marshall stated that the company will deliver and transfer film according to standard railroad time of which managers and theatre owners must be aware to avert mixups. "It may cause some confusion at first," he said, "But it is only for a short time and we are not anticipating any real trouble.'

Disney 16mm Post To Rasch in East

Edward L. Rasch has been named Eastern manager of the Walt Disney Studio 16mm film division. Rasch, for a number of years, was in charge of motion picture production and distribution at the Institute of Life Insurance in New York City.

In his new post, Rasch will supervise the Disney school leasing program for the Eastern states, as well as handling the specialized use of Disney theatrical films by industrial and business firms.

EK's Thompson Dies; Was Media Buyer

ROCHESTER, Sept. 23.—Gordon Thompson, media buyer for Eastman Kodak Co., died at his home here following a protracted illness.

Thompson had served in the Eastman advertising department for a number of years.

Western Pa. Allied Hails Invalidating of State Censor Law

Special to THE DAILY

PITTSBURGH, Sept. 23.—The decision of Judge Edwin O. Lewis of Philadelphia declaring the Pennsylvania board of censor code as invalid was hailed today by the Allied Motion Picture Theatre Owners of Western Pennsylvania as "a signal victory for theatre owners in this state, since our industry has always taken an uncompromising stand against state and Federal censorship of films as well as the imposition of state, city and Federal discriminatory admission taxes."

The statement, signed by Harry Hendel, AMPTOA executive secretary, adds "We are justly proud of our record and the code under which our industry functions, embodying principles which have guided the making of movies for last 25 years. We think the American people like the code. They like to know they can see a movie without being ashamed.

"However, motion picture theatre owners of Western Pennsylvania must be cognizant of their moral responsibility to the community. Our organization is bitterly opposed to the showing of indecent, obscene and immoral pictures."

Full Arbitration Meet Seen in Oct.

The full arbitration committee, representing distribution and exhibition, is not expected to meet until late in October at the earliest, it was learned here yesterday.

The arbitration draft, drawn under the auspices of Herman Levy, general counsel of Theatre Owners of America, is now being studied by Adolph Schimel, chairman of the distributors arbitration subcommittee. Schimel, it was learned, expects to confer with Levy next week, setting the ground work for a meeting of the full committee late in October.

'James' Here Tuesday

United Artists' "Jesse James' Women," will open at the Globe Theatre on Broadway on Tuesday.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"BRIGADOON"
in Color and CinemaScope starring
GENE KELLY • VAN JOHNSON
CYD CHARISSE with ELAINE STEWART
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

Robert TAYLOR · Janet LEIGH · George RAFT
ROGUE COP
COOL PARAMOUNT B'WAY at 43rd ST.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor. Published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building. William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street. Urben Farley, Advertising Representative, FI 6-3074; Sam Lesner, Editorial Representative, 400 West Madison St., DE 2-1111. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

N.T. in Move to Enhance Its Dividend Policies

Skouras Seeks Fiscal Liaison With New York

(*Continued from page* 1)

which also drew a favorable response yesterday from Skouras and other top members of N.T.'s management was provision for closer liaison between N. T. officials on the one hand, and the financial community here as the representative of company stockholders, on the other.

Since the divorcement of National Theatres from 20th Century-Fox two years ago tomorrow, N.T.'s headquarters have been in Los Angeles, whereas formerly they were in New York. The security analysts have complained that this circumstance has made it difficult to obtain information of the inner workings of the company at times and in quantities required.

Skouras told the group, who were his guests at a cocktail party in the late afternoon, following a luncheon with the trade and financial press at the same hotel a few hours earlier, that he and other key members of management planned to come to New York at least once every six months and meet with the security analysts to exchange views and information.

'Control' a Factor

Presumably, the major question which has not been answered to the complete satisfaction of the financial specialists is whether or not N.T. represents too much one man control for the best interests of the company and the stockholders. At least, some of them so indicated following their meeting with Skouras.

The Wall Streeters have no criticism of the company's management, its earnings record and prospects. On the contrary, they are individually enthusiastic on all such counts. They wonder, however, whether the loss of Skouras's services would be borne by the company without adverse effect. Skouras suffered a heart attack one year ago and has been continuously under the care of physicians since, even though he remains active and has relinquished none of his business responsibilities.

Asked by a reporter about the "one man operation" of N.T. question posed by the financial specialists, Skouras denied there was any merit to the view, declaring that numerous able executives comprised the company's management. Pressed further as to who might succeed him as president, Skouras declined to name anyone.

Present at yesterday's conferences with him were several members of the N.T. board of directors, including Willard Keith, Earle G. Hines, Richard W. Millar and Graham Sterling. Company officials present included John Bertero, N.T. attorney, Rick Ricketson, head of Fox Intermountain Theatres; Elmer Rhoden, head of Fox Midwest; Ed Zabel, head film buyer; Allan May, treasurer, and Russell McCullough, Fox West Coast official.

Clarifies Dividend Situation

On the subject of restricted dividend payments by N.T., Skouras explained that the agreements relating to funded debt of the company provide that if earnings, as defined in the agreements, are less than $3,000,000 in any fiscal year, then dividends declared or paid in the following fiscal year may not exceed one-half of such defined earnings.

That restriction applied to the first year of N.T.'s operation and to the fiscal year now ending.

Expects Modification

Skouras said that talks have been held with Metropolitan Life Insurance Co., with whom the N.T. loan agreement was made, with the result that there are "reasonable grounds for stating that shortly this restriction will be modified to provide that dividends shall not exceed 70 per cent of earnings" irrespective of the amounts of such earnings.

Skouras added that the desirability of a regular quarterly dividend policy is recognized by the members of N.T.'s board of directors and he "is hopeful that the board will consider that conditions will permit the adoption of a regular dividend policy which can be safely maintained under the fluctuation and changes now being experienced in the business."

"Our company," Skouras told the financial specialists, "has now achieved

Stability of the Coast Circuit Emphasized

a solid foundation upon which to build for the future, and we confidently look forward to an era of growth."

Skouras said the company estimates that for the fiscal year ending Saturday earnings will be "about a dollar per share" on the 2,600,000 shares outstanding. In the preceding year, the company reported earnings of $2,515,000, or 91 cents per share, and on a comparable basis in the year preceding divorce, N.T.'s earnings were $1,877,000, equivalent to 68 cents per share.

Skouras reviewed the accomplishments of the company and its management since he and his brothers, Spyros and George, entered its predecessor, Wesco Theatres, in 1932 at the invitation of the Chase National Bank. It was then losing about $100,000 weekly.

After it emerged from bankruptcy and reorganization to 1952 when it was divorced from 20th-Fox, Skouras said, its aggregate earnings were $99,000,000. Including a dividend payment of $14,700,000 to 20th-Fox in 1951 in anticipation of divorcement, its dividends during the 16 years and nine months period aggregated $71,000,000, he said.

Cites Growth of Circuit

He recalled that at the completion of the 1935 reorganization the company had 450 theatres and the number was increased to a maximum of 634 by the end of 1946. Under the consent decree it was required to divest itself of 185 theatres, of which all but 14 have been disposed of now. About 45 other theatres were sold for economic reasons. The company also lost its interest in the Hoyt's circuit, Australia, through the divorcement, 20th-Fox getting that asset. N.T. got the Roxy Theatre here which, Skouras said, was not a profitable operation then but has been made one now.

Skouras described the economic and competitive factors which confronted the new N.T. company in recent years and said that even now effects of television's advent in small cities and rural areas where it had not been before is being felt.

"However," he said, "there are signs that the adverse effects of television do not last as long as they formerly did and that recovery of box office attendance is accelerated by the release of outstanding pictures in CinemaScope and other new mediums." The day of the "program" picture, he agreed, is past.

'Bidding Beyond Reason'

He observed that curtailed production and increased competition for the new product has led to "exhibitors bidding beyond reason for product insufficient in quantity to satisfy the needs of all." This, he said, has forced increased admission prices, which is "the only way an exhibitor can pay for his costly pictures and obtain a profit."

Ask OK to Enter Production

(*Continued from page* 1)

Washington as "encouraging," the NT general counsel said that Justice officials recognize the changed conditions in the industry, the need for product, the advent of television competition and other factors.

Bertero indicated that NT is seeking Department of Justice permission initially for film financing and then "perhaps" production.

Skouras stressed the need for more good pictures and underlined that the product shortage was the motive for NT seeking to enter the production field. The president of NT, which operates approximately 355 theatres at present, said that "we need from 32 to 37 more good pictures" per year. By "good" pictures, Skouras explained, he meant "extraordinary" films that will successfully compete with TV, that will pull people out of their homes.

"You can't condemn the producers today" for the product shortage, Skouras maintained, explaining that the film companies have cut production in order to turn out more expensive, better pictures. To those who would so condemn the shortage on the producers, he challenged them to "go West" and make pictures, adding his contention that it is "very hard to produce good pictures."

Skouras described business as "very, very good," with grosses $1,200,000 more than last year, despite an attendance drop of 12,000,000 persons. He attributed the disparity between the higher gross and the lower attendance to the circuit dropping 60 theatres during the year, the increase in admission prices, and the benefits derived from the cut in the Federal admissions tax. In commenting on the higher gross, he paid tribute to CinemaScope, adding that NT has equipped 250 theatres, complete with stereophonic sound, at a cost of $5,500,000.

Candy sales accounted for 24 per cent of NT's earnings this year and 29 per cent last year, Skouras continued in response to a question. He attributed the 1954 candy sales percentage drop to the decrease in attendance.

The name of Charles Green, the investment broker who led an unsuccessful minority stockholders movement last year against the management of 20th-Fox, entered into Skouras' discussion with the press. In response to a question, Skouras said his relationship with Green is excellent, acknowledging that he has had a number of meetings with him.

Questioned at Length

In response to a barrage of questions, Skouras stated:

¶ That there "are a lot of very important people" in NT to take over if he should retire.

¶ That negotiations are now going on for NT purchasing an unidentified company in an unidentified field.

¶ That NT has a $1,000,000 interest in Magna Theatre Co.

¶ That the Roxy now is making money instead of showing a loss as it did two years ago, when NT took over operation of the house.

¶ That he is not "pleased" about the film terms on "Caine Mutiny" but that he's "happy" to play the picture.

Other NT directors and officers who attended the press conference included: Willard Keefe, director; Earl G. Hines, director; Richard W. Millar, director; Graham Sterling, director; Frank H. Ricketson, vice-president and director; Russel McCullough, top technical advisor; Allen May, treasurer, and Edward Zabel, film buyer.

Skouras was scheduled to leave here today for the Coast today, while Elmer Rhoden, NT vice-president also in attendance at the press conference, is due to return to Kansas City and Ricketson to Denver. Other NT executives were slated to visit Milwaukee for a survey of NT operations in that area.

Midwest Drive-ins

(*Continued from page* 1)

tended by Rhoden and other NT executives. To bolster his argument, Rhoden cited an unnamed Midwest drive-in circuit operator who still has not earned the investment on his initial drive-in after years of operation. Perhaps drive-ins on the West Coast and South with more favorable all-year-round weather are more profitable, he added.

"I don't see (them) in competition with our theatres," he declared. In the Midwest this summer, he argued, it was so hot that patrons avoided drive-ins and instead came to conventional theatres so that they could take advantage of the air-conditioning.

RATES WITH AL

Columbia's 'ON THE WATE

to none when it comes t

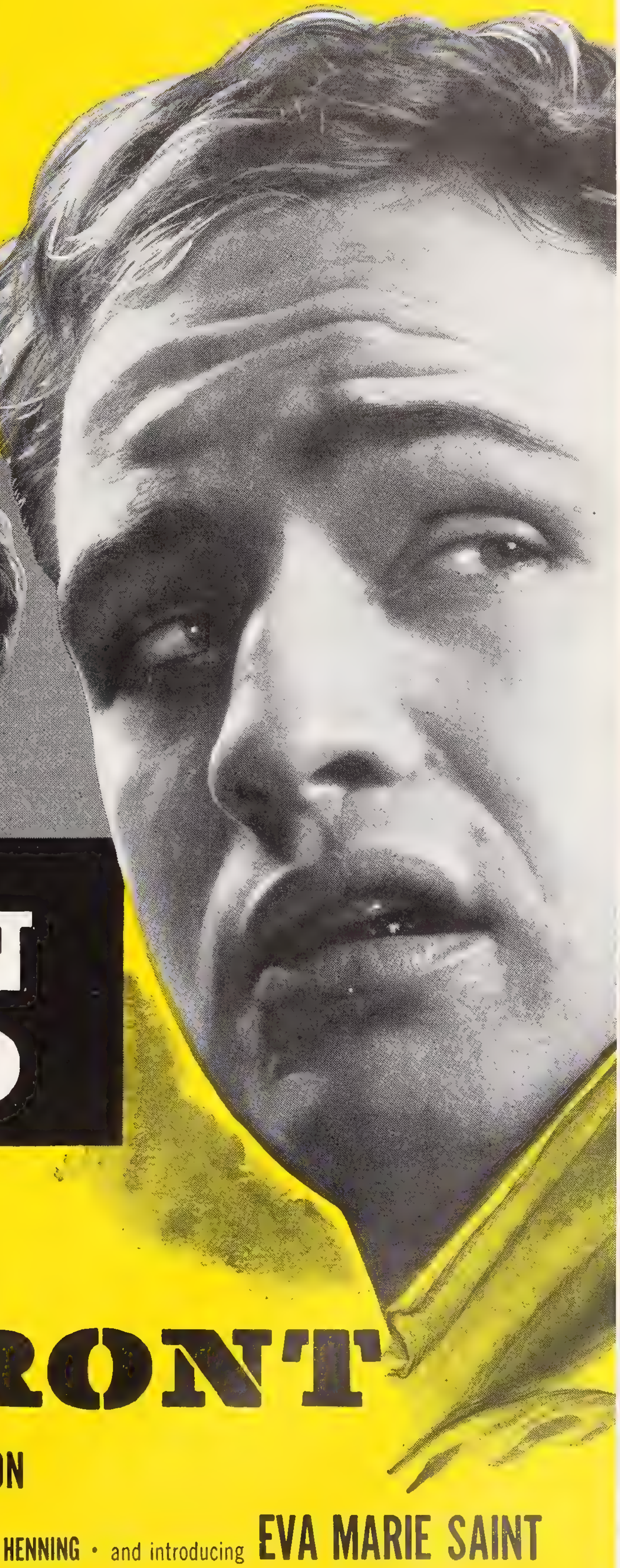
outstanding business ever

NEW YORK–Astor–Toppling all records in 9th week!
PHILADELPHIA–Stanley–Still setting records in 7th week!
ATLANTIC CITY–Beach–5th record-breaking week!
ASBURY PARK–Mayfair–4th tremendous week!
BUFFALO–Century–3 top weeks!
TRENTON–Lincoln–2 smash weeks!
LONG BEACH, Calif.–Towne–2 sensational weeks!
MIAMI–Miami, Miracle and Carib–10 days of outstanding business!
DETROIT–Palms State–3 sizzling weeks!
LOS ANGELES-Paramount Downtown and Wiltern-4 power-packed weeks!
LOS ANGELES–Hollywood–6 super weeks!
SEATTLE–Coliseum–3 great weeks!
SAN FRANCISCO–Paramount–3 record-busting weeks!
ALBANY–Palace–Big, big week!
TROY–Proctors–Held over!
SCHENECTADY–Proctors–Business booming!

CHECK ANY DATE AND GET
BOXOFFICE PROOF FOR YOURSELF!

TIME GREATS!

RONT' is second
op grosses! Doing
vhere it plays!



COLUMBIA PICTURES presents

MARLON BRANDO

ON THE WATERFRONT

AN ELIA KAZAN PRODUCTION

co-starring **KARL MALDEN · LEE J. COBB** · with **ROD STEIGER · PAT HENNING** · and introducing **EVA MARIE SAINT**

Produced by **SAM SPIEGEL** · Screen Play by **BUDD SCHULBERG** · Music by **LEONARD BERNSTEIN** · Directed by **ELIA KAZAN** · **A HORIZON PICTURE**

Concession

(*Continued from page 1*)

pictures will be sold on percentage, he replied that his company will seek to sell all films on fair terms. He described its policy as one which strives "to sell on a basis that the customer wants to buy."

Van A. Nomikos, vice-president of Illinois Allied, cited the fairness of the policy outlined and complimented Fox for its step in bettering relations between the exhibitor and the distributor.

112 Theatres Represented

Gehring spoke to representatives of 112 theatres in the Chicago area. He told the group that his company strives to make money for the people who own it. Fox has "created a new look" in CinemaScope, he said, to help the industry, not just their own company. Although the company supports a research program to develop and improve the new medium, the progress will be shared with the entire industry, he said, and pointed out that Fox is working hand in hand with Bell & Howell and others to help speed the improvements. The purpose is not to outdate present equipment, but to offer the exhibitor the best chance to make a fair profit, he emphasized.

At the speakers table with Gehring, Kirsch and Nomikos, were Alex Harrison, Western sales manager for Fox, and Tom Gilliam, Chicago manager for the company.

Electronics Seen As $12-Billion Industry

CHICAGO, Sept. 23.—Sales approaching $12,000,000,000 annually for the electronics industry by 1957 were forecast here today by Frank M. Folsom, president of the Radio Corporation of America, in discussing the outlook of color television and other promising components of what he described as an "utterly amazing" industry.

Folsom, who spoke at a meeting of the Investment Analysts Society of Chicago, reported on the results of a survey covering sales and estimated sales of electronic products over a twelve-year period, beginning in the postwar year of 1946.

"Total annual sales of the electronics industry," he said, "grew from $1,600,000,000 in 1946 to $8,400,000,000 in 1953. Further growth is projected, as follows—1954, $8,800,000,000; 1955, $9,500,000,000; 1956, $10,000,000,000; 1957, $11,800,000,000."

Points to 400% Growth

The domain of electronics is so vast and so rapid is its rate of development that it seems hard to believe that eight years ago the industry was only one-fifth its present size, Folsom declared, adding:

"In those eight years, electronics has assumed a stature that commands high respect in all branches of finance, trade and industry. It is the vital factor in all forms of modern communications; all modern means of mass entertainment depend upon it—radio, television, talking movies, tape sound systems, and phonograph recording and reproduction; modern transportation must have its controls and communications; the military uses it in myriad ways; and even atomic devices depend on it."

Review

"The Shanghai Story"

(*Republic*)

DEPICTING life behind the Bamboo Curtain, Republic's "The Shanghai Story," which stars Ruth Roman and Edmond O'Brien, is fashioned from a somewhat routine mold which provides audiences with average entertainment. Producer-director Frank Lloyd has given this picture careful treatment, and Seton I. Miller and Steve Fisher devised the screenplay, based on an original story by Lester Yard.

In a lurid and present-day fashion of swift night raids by Shanghai's police, all Westerners in the city are interned in a hotel under the guardianship of Philip Ahn. Because of her many friends in the city, Miss Roman comes and goes as she pleases while O'Brien, who portrays a China doctor, and the others are held under guard pending the discovery of a spy.

The American spy, Whit Bissell, reveals himself to O'Brien and in his attempt to escape from the hotel, is killed. O'Brien accuses Miss Roman of telling secret police chief Marvin Miller about Bissell's activities. At a great personal risk, Miss Roman, in love with O'Brien, helps him and sailor Richard Jaeckel, of "Guadalcanal Diary" fame, to escape and inform the American authorities of the illegal internment of the Westerners and also tell the military authorities of Bissell's discoveries. Believing that she is alone, the film ends when O'Brien willingly returns to accept an uncertain future with her behind the Bamboo Curtain.

Others in the cast are Barry Kelley, Basil Ruysdael, Yvette Dugay and Paul Picerni. The film was produced and directed by associate producer Frank Lloyd.

Running time, 90 minutes. General audience classification. Release in September.

L. D.

RKO Studios

(*Continued from page 1*)

ing production of their product. Financing of some of these producers will be arranged by RKO, it was indicated here.

Recently announced cuts in personnel at the studios here will be followed by more radical slashes, it is reported.

RKO Executives to S.F. For Exhibitor Meet

HOLLYWOOD, Sept. 23.—J. R. Grainger, president of RKO, accompanied by E. L. Walton, his executive assistant, and H. H. Greenblatt, RKO domestic sales manager, leave Hollywood tomorrow for San Francisco. They will attend an exhibitors' session at St. Francis Hotel, meeting with approximately 40 Northern California showmen.

Again Name Frisch

(*Continued from page 1*)

constituted board of directors elected the following officers:

Leo Brecher, chairman of the board; Solomon M. Strausberg, first vice-president; Robert K. Shapiro, second vice-president; Russell V. Downing, treasurer, and Phillip Harling, assistant treasurer.

The following were elected to the board: Herman Becker, Leo Brecher, Downing, Harry Goldberg, William J. Moclair, Eugene Picker, Sam Rinzler, Samuel Rosen, Leslie Schwartz, Sol A. Schwartz, Shapiro and Strausberg. Picker was elected chairman of MMPTA's executive committee, which consists of Becker, Rinzler, Rosen, Leslie Schwartz and Sol Schwartz.

NCCJ Campaign

(*Continued from page 1*)

campaign committee at a planning session at the Waldorf-Astoria Hotel here yesterday. His decision on accepting the invitation to lead next year's campaign is expected shortly, it was stated following the meeting.

Among those present at the luncheon for Harris were: Dr. Everett R. Clinchy of NCCJ; Charles M. Reagan, Ned E. Depinet, George Skouras, Max Youngstein and J. Robert Rubin.

DCA to Offer Allied

(*Continued from page 1*)

Century Circuit, will perform a similar function while attending the TOA Chicago convention later in the month.

Irrespective of affiliation, it was explained, exhibitors will be invited to participate in the ownership of DCA. The offer, it was stated, will be made for the purpose of lining up hundreds of theatres, large and small, which would have a stake in playing DCA releases. DCA, it was pointed out again, has sufficient financing at present.

20th Launching Big 'World' Campaign

Reportedly one of the largest merchandising-promotion campaigns to be set for a CinemaScope film currently is in high gear for 20th Century-Fox's "Woman's World," premiering on Tuesday at the Roxy Theatre.

Involving leading manufacturers and stylists of woman's modes, hundreds of department and specialty shops, and leading record manufacturers, the campaign will penetrate an estimated audience of 92,000,0000 persons in every section of the nation, the company announced.

The picture will get a send-off in next Monday and Tuesday papers via a series of double-truck ads sponsored by Gimbel's in five leading metropolitan newspapers.

'Suddenly' Booked Into 24 Loew Houses

"Suddenly" has been booked into Loew's theatres in 24 key cities, it was announced yesterday by William J. Heineman, vice president of United Artists in charge of distribution.

The Loew's theatres playing "Suddenly" during September and October include key houses in Atlanta, Nashville, Buffalo, Niagara Falls, Rochester, N.Y., Syracuse, Columbus, O., Dayton, Cleveland, Akron, Canton, Toledo, Houston, Evansville, Ind., Louisville, Bridgeport, New Orleans, Wilmington, Pittsburgh, St. Louis, Memphis, Washington, Norfolk and Richmond.

People

Dave Golding, advertising-publicity head of Samuel Goldwyn Productions, will be here for a week's vacation from the Coast next week.

◆

La Mar Sarra, vice-president of Florida State Theatres, was honored by his FST associates in Jacksonville at a surprise birthday party, honoring his 50th milestone.

◆

Thomas A. Mote, for the last four years with Paramount's Atlanta exchange, has joined **Al Rock's** organization in Atlanta as head booker.

◆

Joe Liss, district manager for **Stanley Warner** in Massachusetts, has reopened the Waldorf in Lynn and the Modern in Lawrence for weekends only. Both houses have been closed for several months.

◆

Theona Brgant and **Eddie De Angelis,** who have been touring the West and Southwest promoting "The Egyptian," have returned here and are now covering nearby areas.

◆

Earl Keate has been added to United Artists' permanent field exploitation staff by **Francis Winikus,** national advertising chief. Keate will work under the supervision of exploitation manager **Mori Krushen** and will headquarter in Seattle.

◆

George Maurer, head of M-G-M sales development here, will be married tomorrow in Buffalo to **Jane Walden,** professional ice skater. They will honeymoon in Niagara Falls, Detroit and Chicago.

◆

Irving Sochin, Universal short subjects sales manager, has his arm in a sling—painful bursitis.

Set Co-Chairmen for 'Night of Stars'

Mac Kreindler, G. A. Lowenstein, Rudolf G. Sonneborn and Abraham F. Wechsler have agreed to act as co-chairmen of the forthcoming 21st annual "Night of Stars," the United Jewish Appeal benefit show, which will be held at Madison Square Garden on Nov. 22, it was announced by general chairman Sylvan Gotshal.

This year's "Night of Stars" will be dedicated to the Tercentenary of Jewish settlement in America and as a memorial to Theodore Herzl, founder of the world Zionist movement.

DeMille Signs Three

Prior to sailing for Egypt yesterday to begin production on his 70th film, "The Ten Commandments," Cecil B. DeMille signed Edward G. Robinson, Nina Foch and John Carradine for three of the key roles in this VistaVision production.

EXHIBITORS EVERYWHERE

ANSWER ALLIED'S CALL TO ARMS!

ALLIED BROKE THE "SOUND BARRIER"

AND WITH YOUR HELP

ALLIED CAN BREAK THE "PROFITS BARRIER!"

—Attend—

NATIONAL ALLIED'S GREAT "PRODUCT CONVENTION"

AND

"SILVER ANNIVERSARY TRADE SHOW"

OCTOBER 12, 13, and 14

HOTEL SCHROEDER **MILWAUKEE, WISCONSIN**

NO. 1 CONVENTION ISSUE

THE RIGHT TO MAKE A PROFIT!

Allied's campaign to restore profits to the theatres will reach its climax at this Convention, and its success depends upon whether a thousand determined, resolute exhibitors are gathered here, whose voices cannot be ignored and whose influence will be irresistible.

CONVENTION HIGHLIGHTS

BUSINESS

Labeled the "PRODUCT CONVENTION," great emphasis will be placed on the following issues:

1. Excessive Film Terms that Deny Profits.
2. Artificial Print Shortage.
3. Government Control.
4. Unfair Trade Practices.

Open Forums and Frank Discussions to Precede Concrete Action on Above.

Film Clinics for all Types and Sizes of Theatre Operation.

Complete Coverage, in Simple Form, of the Technological Advancement in Motion Picture Presentation.

A "SILVER ANNIVERSARY TRADE SHOW" Reflecting 25 Years of Progress in the Mechanical Operation of Theatres.

SOCIAL

★ 2—ALL-INDUSTRY COCKTAIL PARTIES!
(Courtesy of National Carbon Co. and Pepsi-Cola Co.)

★ 2—EXHIBITOR LUNCHEONS!

★ 2—LADIES' LUNCHEONS!
—One with a Style Show
—One with a Special Tour

★ NIGHT CLUB DINNER PARTY
with a breathtaking floor show, featuring the "Crew-Cuts" and other top entertainers!
(Courtesy of the Coca-Cola Co.)

★ ALLIED'S "SILVER ANNIVERSARY" BANQUET
and a bevy of Hollywood Talent headed by:

ESTHER WILLIAMS
and
MORTON DOWNEY

DON'T DELAY!

SEND IN YOUR HOTEL RESERVATIONS TODAY!

Write, Wire or Phone

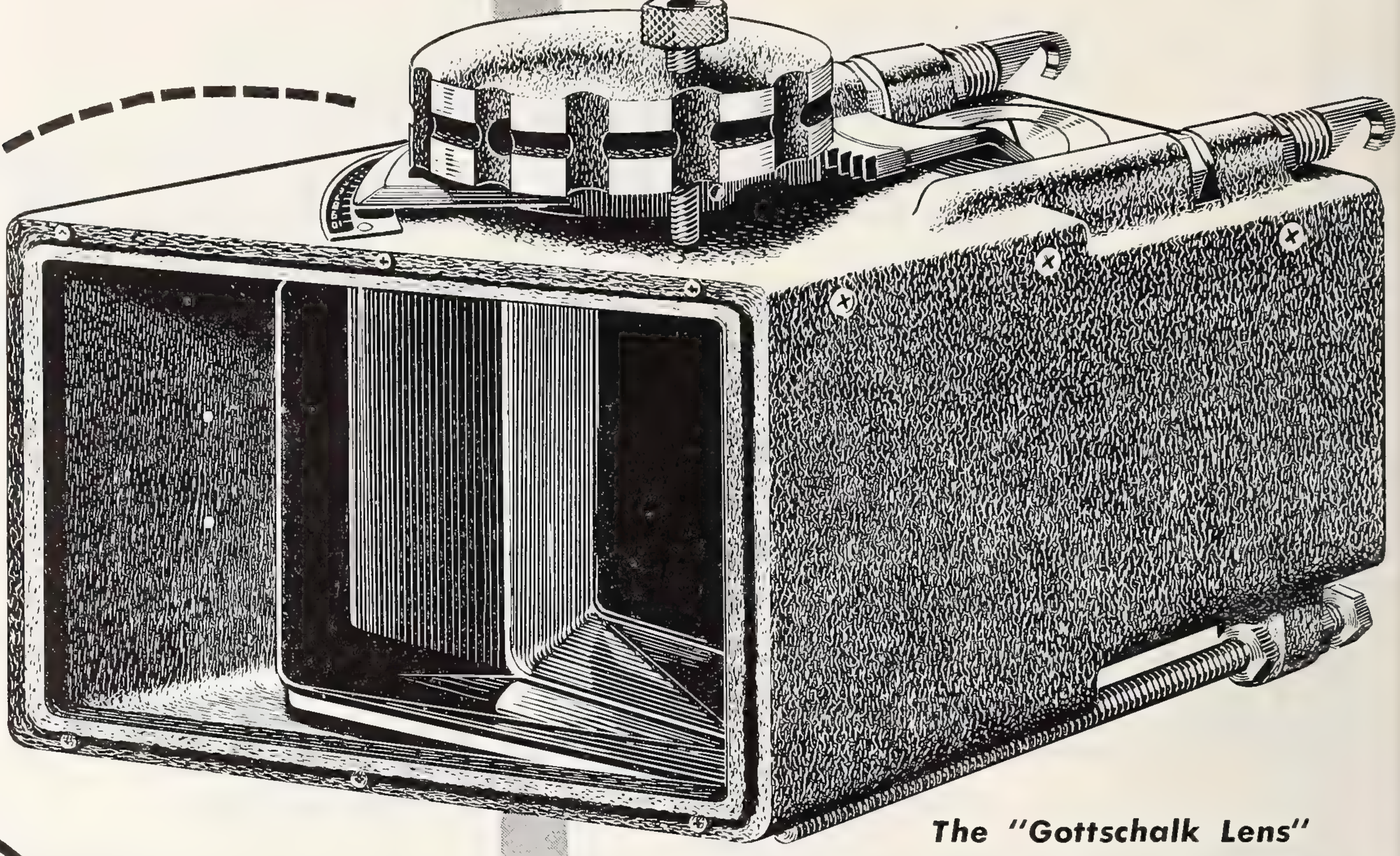
HAROLD PEARSON, Reservations Chairman

ALLIED THEATRES OF WISCONSIN

1027 W. Wells Street, Milwaukee 3, Wis. **Phone BRoadway 1-6696**

For clearest, brightest pictures from edge to edge...

with no distortion!



The "Gottschalk Lens"

When projecting on the larger screen areas of the new wider screens it is vital to have maximum light efficiency. Comparative tests have demonstrated that with Super Panatar Variable Aspect Lens you get:

1. **Greater light transmissions**
2. **Highest, sharpest definition**
3. **The finest color rendition**
4. **Elimination of distortion due to curved screens**

These are a *few* of the reasons why there are more Super Panatars installed than any other variable anamorphic lens.

SUPER PANATAR "100" . . . . *only* **$895 00** per pair

Also available for use with 4" dia. f 1.8 objective lens for both outdoor and indoor installations.

Any aspect ratio at the twist of a single knob...

The Super Panatar can be converted to any aspect ratio from standard to Vista Vision to Cinemascope by a twist of a single knob. This easy instant switching affords wonderful opportunities for new exciting screen showmanship. Super Panatar has been approved for use with all existing systems—and will take care of any new systems that may be developed in the future.

SUPER PANATAR

MANUFACTURED BY PANAVISION, INC.

Exclusive Distributors

RADIANT MANUFACTURING CORP. · 1209 S. Talman Ave., Chicago 8, Ill.

Phone: CRawford 7-6300

Cable Address: RADMAFCO

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL 76. NO. 61 NEW YORK, U.S.A., MONDAY, SEPTEMBER 27, 1954 TEN CENTS

Minor Changes

See Renewal Of Anglo-U.S. Fiscal Pact

Hope Negotiations Can Be Concluded Tomorrow

By J. A. OTTEN

WASHINGTON, Sept. 26. — Industry officials who will open meetings here tomorrow with representatives of the British government to renegotiate the Anglo-American remittance agreement expect a short and relatively peaceful negotiation period, a spokesman for the Motion Picture Association of America said over the week-end.

The American team anticipates "substantial renewal" of the current agreement, with possible minor changes on

(*Continued on page* 4)

Myers to Keynote Allied Convention

MILWAUKEE, Sept. 26.—The selection of Abram F. Myers, general counsel and chairman of the board of Allied States, as keynote speaker at Allied's national convention here, Oct. 12-14, was announced by Ben Marcus, Allied president.

In accepting the assignment, Myers

(*Continued on page* 4)

Set Two New Dates For MGM Workshop

Lively exhibitor interest in M-G-M's plan to hold a series of "Ticket-Selling Workshops" for exhibitors was reported here by the company at the weekend, with dates being set for "workshops" in Pittsburgh and Indianapolis.

Mike Simons, director of M-G-M customer relations, who will conduct the sessions, said there will be a one-day meet on Oct. 28 in Pittsburgh and another at Indianapolis, Nov. 16, the latter in conjunction with the Allied Theatre Owners of Indiana convention.

Rhyan Elected V-P Of Ill. T.O. Unit

Henry Rhyan, Times Theatre, Waukegan, Ill., has been elected regional vice-president of the Waukegan district of the United Theatre Owners of Illinois, Theatre Owners of America headquarters announced.

Elected to represent the Waukegan region with Rhyan on the board of directors of UTOI were Joseph Sikes of Zion and W. R. Catlow of Barrington. V. Quarta was named secretary of the local group.

Herman M. Levy, TOA general counsel; Albert M. Pickus, TOA vice-president, and George Gaughan, TOA field representative, attended the meeting along with George Kerasotes of UTOI.

At an open forum discussion in which all exhibitors present partici-

(*Continued on page* 4)

"The Barefoot Contessa"

(*Figaro-United Artists*)

THE advance advertising on "The Barefoot Contessa" has built the picture up as a sexy, sensational production and while the climax may be regarded as a delicate subject, it has been handled with such good taste that it should not be considered offensive for adult audiences. On the premise that the theme is slanted toward sophisticated audiences, exhibitors should keep that in mind when making their pitch. The climax referred to, and which might have caused raised eyebrows if it had been presented in a less serious vein, is this:

Ava Gardner, portraying a Madrid night club dancer who is zoomed to motion picture stardom both in Europe and the United States, has kept herself aloof from men despite their adoration because, in a Cinderella fashion, she has been waiting for her "dream man," who ulti-

(*Continued on page* 5)

Wall Streeters Won Over

NAT'L THEATRES MADE FRIENDS

Charles Skouras' Frankness, Management, Dividend Prospects Approved by Brokers

By SHERWIN KANE

A marked improvement in National Theatres' stockholders-management relationships was seen as a direct aftermath of NT president Charles P. Skouras's meeting with security analysts here last week. The improvement was noted by a number of brokers who attended the meeting.

News of a possible modification of NT's dividend policy and the hope expressed by Skouras that regular quarterly dividend payments might be established were especially well received, it was stated. The Thursday meeting was said to have been attended by representatives of Wall Street firms which own or vote about 750,000 shares of NT stock.

Skouras was lauded from the floor of the meeting for his appearance and those of NT officers and directors, such as Elmer Rhoden, NT vice-president in charge of Fox Midwest Theatres; Frank H. Ricketson, vice-

(*Continued on page* 4)

Nine Major Co.'s Aid Compo Distribution Of 'Your Army' Film

Nine major companies are cooperating with the Council of Motion Picture Organizations in the distribution of "This Is Your Army," it was announced at the weekend by Robert W. Coyne, COMPO special counsel.

The picture, a feature length film in color by Technicolor produced for the Department of Defense, will be released Dec. 13. To handle dis-

(*Continued on page* 5)

Set $7,500,000 Goal

Balaban Honored by 1,000 At B'nai B'rith Testimonial

More than 1,000 industry leaders, friends and admirers of Barney Balaban, president of Paramount Pictures, gathered last night at the Waldorf-Astoria Hotel here to honor the film executive at a $1,000,000 testimonial dinner which was sponsored by the Metropolitan Council of B'nai B'rith.

Barney Balaban

The Balaban testimonial dinner launched a $7,500,000 campaign to provide investment capital for speeding the economic development of Israel through the purchase of State of Israel Development Bonds and this huge gathering was also attended by Israel's Ambassador to the U.S., Abba S. Eban, and heard Balaban cited for his "35 years of dedicated service to B'nai B'rith and to his fellow man." High point of the evening was when the Paramount president was awarded the President's Medal for Humanitarianism by Philip M. Klutznick, national president of B'nai B'rith—the first time this medal was ever awarded; a scroll for his services to B'nai B'rith by William Siegel, president of the Metropolitan Council, and a plaque for his efforts to aid Israel by Benjamin Abrams,

(*Continued on page* 4)

"Maria's not under contract to me. I'm not in that business. But what I tell her to do, she will do...with her shoes on, that is."

—from Joseph L. Mankiewicz's "THE BAREFOOT CONTESSA"...thru UA

Personal Mention

SPYROS P. SKOURAS, president of 20th Century-Fox, will leave New York by plane today for Hollywood.

•

William C. Gehring, assistant general sales manager of 20th Century-Fox, has returned here following a series of meetings with 20th-Fox field sales heads.

•

Sol A. Schwartz, president of RKO Theatres, left New York for the Coast at the weekend, after a week's postponement of his earlier scheduled departure.

•

Steve Broidy, president of Allied Artists, and Harold Mirisch and G. Ralph Branton, vice-presidents, returned to Hollywood over the weekend from New York.

•

Eitel Monaco, president of A.N.I.-C.A., Rome, and Dr. Franco Penotti, member of the board, arrived from Italy Saturday aboard the "Cristoforo Colombo."

•

Mitchell Wolfson, president of Wometco Theatres, Miami, Fla., left New York on Friday for Washington and Charlotte.

•

Ray Moon, assistant general sales manager of Universal Pictures, left New York over the weekend for Houston.

•

Lou Brown, advertising-publicity director of Loew's Poli-New England Theatres, was in Hartford from New Haven, Conn.

•

Trevor Howard, British actor, will arrive here today from London via B.O.A.C. Monarch.

•

Harry Browning, New England Theatres home office executive, has returned to Boston from Hartford.

•

William Holden left New York last night for Hollywood.

•

Mona Freeman left here yesterday for London by B.O.A.C.

•

Harry Joe Brown, producer, was married in Beverly Hills to Dorothy Gray Mintz.

'Voice' to Feature Cinema Stamp Club

In connection with the regular weekly broadcast of "The Voice of America" which takes place on Tuesdays at 11:00 A.M., the program broadcast in English on October 19, will feature a meeting of the Cinema Stamp Collectors.

This program is beamed to Europe, South Asia and the Near and Middle East and can also be picked up on short wave in the United States.

The history, objectives, membership resume and programming of the CSC will be described and Leon J. Bamberger will be interviewed with respect to the club's activities.

1955 Edition of M.P.-TV Almanac Distributed Today

Distribution of the 1955 Motion Picture and Television Almanac, published by Quigley Publishing Co., will get under way today. This is the 26th edition for motion pictures and the third year in which television has been included.

Edited by Charles S. Aaronson, the 1955 Almanac is divided into 15 sections, each of which has complete and revised materials on its particular subject. Each section is thumb-indexed, permitting the most convenient form for use by the reader. There is also a complete table of contents, and a full index cross-listed, which makes it that much easier to locate quickly a particular reference desired.

'Who's Who' Unique

Included in the 1,100 pages of the 1955 Almanac is the only authoritative "Who's Who" section in both motion picture and television industries. Important executives, performers and technicians, numbering many thousands, are included, and making this a unique and important biographical reference file.

With this edition, the Almanac is designated with single-year dating, rather than dual-year, as in the past, since the calendar year now has greater significance than the so-called show season of years ago.

The 15 sections into which the Almanac is divided represent a cross-section of the vital information which is provided for both industries, now so closely related.

After the biography section are the following departments, listed in the order in which they appear in the book:

Corporations, theatre circuits, drive-ins, television, pictures, award and poll winners, service, motion picture organizations, equipment and supplies, codes and censorship, world market, the industry in Great Britain, the press and non-theatrical listings.

'Big Fist' to WB

HOLLYWOOD, Sept. 26.—"The Big Fist," an original screen play by Bud Beauchamp and Don Barry, will be filmed by John Wayne's Batjac Productions for Warner Bros.

Loew's International Sets Meet in Tokyo

M-G-M's top personnel in the Near and Far East will convene in Tokyo on Oct. 18 to 23 for the first sales conference in that area in the company's history, it was announced by Morton A. Spring, first vice-president of Loew's International Corp.

Seymour Mayer, the company's regional director of the Near and Far East will fly to Tokyo on Oct. 11 to supervise arrangements for the conference over which he will preside. He will be accompanied by Morris Frantz, Loew's International advertising chief.

The conference will be known as the M-G-M PEP sales conference for the Near and Far East, PEP standing for "Perspecta Exhibitor Plan," the new $2,500,000 merchandising policy instituted on a global scale by M-G-M for its new season's product.

Branson, Tushinsky To Europe Thursday

Walter Branson, RKO Radio world-wide sales manager, and Joseph Tushinsky, co-inventor of the Superscope lens, for which RKO has foreign distribution rights, will sail from here Thursday aboard the "Constitution" for Europe, where they will attend demonstrations of Superscope for exhibitors in various European cities.

Demonstrations of the lens are scheduled for the Odeon Theatre, London, Oct. 12; the Rex, Paris, Oct. 19, and the Capitol, Rome, Oct. 26.

Branson also will hold RKO sales meetings with the company's European representatives in England, France and Italy.

Towler of Atlanta RKO Branch Dies

ATLANTA, Sept. 26. — Nelson Towler, 42-year-old RKO Radio sales manager, died at his home in Decatur, Ga. He had suffered a heart attack several months ago. Prior to his association with RKO, Towler served in the same capacity with David O. Selznick and Lippert and Realart Pictures and at one time was manager of Eagle-Lion.

Born in Loganville, Ga., he had lived in Decatur for 16 years. Funeral services were held on Friday at Spring Hill.

Gulf States Allied Approves Federal Control and Asks State Regulation Also

NEW ORLEANS, Sept. 26.—Besides approving unanimously National Allied's plan of seeking governmental regulation for film distribution, the board of directors of Allied Theatre Owners of the Gulf States last week proposed that the national group consider a plan to ask state legislatures also to control film prices if necessary.

Meeting at the Jung Hotel here, the Gulf States board also endorsed the Makelim plan and gave advance approval to any other independent production that would alleviate a film shortage. Attending the meeting were: Abe Berenson, F. G. Prat, Jr., Claude Darce, Frank Ruffine, William Butterfield, William Sendy, I. M. Gauthier, Locke Bolen, Ed Ortee, Lefty Cheramie, E. R. Sellers, J. A. Parker, L. C. Montgomery, and Frank DeGraauw.

Century Joins Makelim Plan

The Century Circuit here has joined the Makelim plan, it was disclosed at the weekend by John Wolfberg, vice-president of Makelim Productions.

Century, headed by Fred Schwartz, has agreed to have its 35 theatres participate in the plan, Wolfberg said. Schwartz, in addition to being president of Century Circuit, also is head of Distributors Corporation of America, the newly-formed distribution organization.

Would Build File For Gov't's Eye

DALLAS, Sept. 26.—An invitation to exhibitors of Texas and neighboring States to relay complaints against distributors to the Texas Drive-in Owners Association for possible submission to governmental agencies was made here by Jack A. Farr, association president.

In his bid, Farr contended that "the product and print shortage was another tool that was being used by the film distributors to put the small independent owner out of business and grab a quick buck on first-run releases."

Sees 'Every Theatre' Hurt

"Every theatre," he said, "is suffering from a product shortage and loss of revenue except the key city first-run outlets and these are draining the last bit of revenue from the first-run attractions by holding them over for an additional week or two of playing time."

Farr called upon every exhibitor in the association to "write a detailed letter to the organization when told by a film company that they could not book a picture on the proper availability for his theatre." He said he would assemble this information at the directors meeting of the association in December and ask for a vote allowing him to submit the material to the "Senate Small Business Committee and other branches of the Federal government."

Upstate NY Houses File Trust Suit

A $600,000 anti-trust suit was filed on Friday in Federal District court here by the Salvay Realty and Holders Corp. and Jack Zurich, owners of two theatres in Salvay and Syracuse, N. Y.

Salvay, which operated the Community Theatre, Salvay, until it burned down last May, ask $450,000 in treble-damages. Zurich, who has an interest in the Salvay firm, seeks damages of $150,000 as operator of the Midtown in Syracuse.

The suit charges that the eight major film companies were engaged in a "conspiracy" in restraint of trade, aided by Eckel Schine Syracuse Corp. and Kallet Theatres, Inc., also listed as defendants.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor. Published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building. Samuel D. Berns, Manager; William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Complete Plans for SMPTE Meetings in L.A. Oct. 18 to 24

The Society of Motion Picture and Television Engineers has completed arrangements to handle what is anticipated to be one of the largest conventions in its history, it was disclosed by John W. Servies, SMPTE's convention vice-president. The Society's 76th semi-annual convention is being held at the Ambassador Hotel, Los Angeles, from Oct. 18 through 24.

Recent technical advances in the motion picture and television fields, which have greatly stimulated these industries during the year, was seen as the reason for the anticipated increased attendance and activity, according to Servies. Of outstanding interest, he noted, are recent developments in color television and color cinematography.

Two Large Rooms Engaged

Indicative of the increased activity is the sponsoring of an exhibit of manufacturer television and motion picture equipment. Announcement of arrangements for the equipment exhibit has already resulted in more than a dozen acceptances from exhibitors, Servies disclosed. The large East and West Gold rooms of the Ambassador will be utilized as the exhibit area.

Technical sessions will be held morning, afternoon, and evening, and several concurrent sessions have been scheduled to accommodate the many papers planned for delivery. A luncheon get-together on Monday, Oct. 18, will serve to open the convention. The semi-annual banquet and dance will be held Wednesday evening in the Embassy Room. Field trips to the color TV studios of CBS and NBC, and to the Moody Institute and the Paramount Studio Theatre are scheduled.

Five awards for outstanding technical achievements by individuals are to be presented at the convention this year. They include the Samuel L. Warner Memorial Award, the David Sarnoff Gold Medal Award, the SMPTE Journal Award, the SMPTE Progress Medal and the Society's Fellow awards.

Big Eastern Group Expected

Herbert Barnett, SMPTE president, will head up a large contingent from the East coast to attend the convention. The ladies committee is headed by Mrs. Philip G. Caldwell and Mrs. John G. Frayne. Chairman of the local arrangements committee is Philip G. Caldwell. Members expecting to attend the convention have been urged to send in their reservations directly to the Ambassador Hotel.

Partial list of exhibitors are: Bell and Howell, General Precision Laboratory, Hollywood Film Co., Kling Photo, Mole-Richardson Co., Producers sales Co., Radiant Mfg. Co., RCA, S.O.S. Cinema Supply Co., and Westrex Corp.

WB Will Go 'All-Out' For 'Star' Premiere

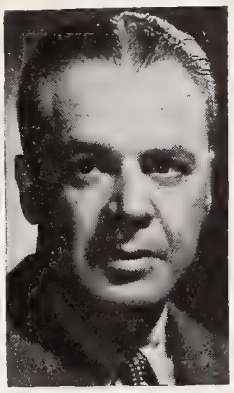
HOLLYWOOD, Sept. 26.—Warner Brothers has pulled out all stops in planning the world premiere of "A Star Is Born," which will be held Wednesday at the Pantages Theatre here. The company reports that 250 stars will join a representative gathering of top industry executives and civic officials in welcoming the picture.

Planning Five Films

Wanger Sees Subscriber TV As Quick Revenue Source

By LESTER DINOFF

Subscriber television and what it offers to independent film producers was described as a "dream" enabling quick returns by Walter Wanger, who also revealed a 1955 production schedule of five films.


Walter Wanger

Speaking at a trade press conference following his arrival here from the Coast Friday, Wanger, who just completed Allied Artists' CinemaScope production, "The Adventures of Hajji Baba," for 20th Century-Fox distribution, stated that "subscriber television's sole appeal to film makers is the quick return on investments."

Imagine getting your negative costs back within a short time, Wanger said. "Financing independent productions is difficult and the present return to independent producers is a long drawn out process," he said. "But if a film is presented to the public via subscriber television, the producer would get a large portion of the monetary return within a short period."

Speaking about his future plans, Wanger said that "Yellow Knife," formerly titled "Buccaneer of the Barrens," in CinemaScope, will be given to 20th-Fox for release shortly. Stating that he works on a picture by picture deal with Allied Artists, Wanger said that he is to produce "Mother, Sir!" with Joan Bennett by the first of the year, with "Tangier Love Song" set for spring. By the end of 1955, he said that he will turn out "Knights of the Sky," "Queen of the Universe" and "1956."

Wanger, who will be in New York for a few weeks, said that conditions in Hollywood "are better than ever" and that studios and producers have a completely new attitude in turning out quality pictures. "Show business could be kept alive by diversification, not standardization as in the past," he stated. Wanger also said that the studios are looking for independent productions, as producers today are more aware of making and merchandising product instead of turning out a huge quantity of films which offer small returns.

"Films today have achieved a new high in world influence. American product is showing, honestly and critically, the ways of democracy in action," Wanger said. "U.S. films have a better diplomatic impact on the people of foreign nations than our State Department," he pointed out.

Motion pictures are an international business and it is best for the film producers and distribution companies to respect your clients abroad, Wanger said. "Adolph Zukor many years ago had the foresight to bring over top foreign talent for use in American films so that our pictures would be welcomed abroad," he said. "Films today that are made abroad, like 'Three Coins in the Fountain,' do terrific business and stimulate our industry," he said.

Queried on Producing Abroad

Asked about the Hollywood Film Council's request to producers to make films in the U.S. instead of going overseas, Wanger said that "the organization is only looking out for its own best interests."

Commenting on the present-day form of television, Wanger stated that "TV has a losing fight on its hands in fighting films with live shows. Hollywood can help television more than television could help Hollywood."

'U' Ad-Publicity Meet at Studio

HOLLYWOOD, Sept. 26.—Universal Pictures advertising, publicity and exploitation executives arrived here over the weekend from New York, Washington and Chicago for a series of conferences starting tomorrow with vice-president David A. Lipton on promotional plans on new product.

Attending from New York will be Charles Simonelli, Eastern advertising and publicity department manager; Philip Gerard, Eastern publicity manager; Jeff Livingston, Eastern advertising manager; Herman Kass, Eastern exploitation manager, and Robert Gillham, vice-president of Cunningham and Walsh, Universal's advertising agency. John Horton, Universal's Washington representative, and Ben Katz, Midwest field representative, are participating in the conferences.

Participating from the studio besides Lipton will be Clark Ramsay, executive assistant to Lipton; Sam Israel, studio publicity director; Archie Herzoff, studio advertising and promotion manager, and Jack Diamond, assistant studio publicity director.

1,446 Advance Dates On 'Bengal Brigade'

A total of 1,446 theatres from Coast to Coast have advance-booked Universal-International's "Bengal Brigade," in Technicolor starring Rock Hudson, Arlene Dahl and Ursula Thiess to play the picture during November in what is said to be the biggest predating drive in the history of the company, it was announced by Charles J. Feldman, vice-president and general sales manager.

The 1,446 theatres are to be listed in the two-one-one-half-page two-color advertisements being placed by U-I in the Nov. 2 issue of "Look" Magazine on the newsstands Oct. 19 and the Nov. 12 issue of "Collier's" on the stands Oct. 28, in reportedly the largest listing of theatres in national magazines since Universal started this type of advertising several years ago.

People

A. C. Zaring, of the Egyptian Theatre, Indianapolis, and **Mrs. Zaring** celebrated their 60th wedding anniversary yesterday with open house for friends inside and outside the industry.

* * *

Jay Bonafield, producer of **Robert C. Ruark's** "Africa Adventure," will be interviewed on the Mutual network's "Luncheon at Sardi's" tomorrow, the day the RKO Radio feature has its world premiere at the Trans-Lux Normandie Theatre here. The radio program is heard from 12:45 to 1:30 P.M.

* * *

Samuel Pinanski, president of American Theatres, will leave Boston this week for Los Angeles, where he will represent the directors of the John Hancock Co. at a series of meetings to be held in conjunction with the insurance company's opening of new quarters there. Incidentally, he will confer with a number of studio executives before returning East.

* * *

Arthur Gray, Jr., president of Michael Myerberg Productions, has planned a children's premiere party to mark the opening of Myerberg's feature musical fantasy, "Hansel and Gretel," in color by Technicolor, at the Broadway Theatre Oct. 10, for the benefit of the Mary MacArthur Memorial Fund of the March of Dimes. **Tex McCrary**, television and radio personality, has accepted the co-chairmanship of the March of Dimes committee serving with Eddie Dowling, Broadway producer.

* * *

Mr. and **Mrs. Rudy Nobarro** announced the birth of a baby girl this week. Nobarro is with Theatre Service Co. in Atlanta.

* * *

Ross Allen has been named booker in M-G-M's Jacksonville exchange.

NTFC to Honor Dr. Alfred Goldsmith

Milton Berle will act as toastmaster at the testimonial luncheon for Dr. Alfred N. Goldsmith, as "Father of Television," which is being tendered by the National Television Film Council on Thursday at the Warwick Hotel here, it was announced at the weekend by NFTC president Melvin L. Gold. The guest speaker at the luncheon will be Arthur V. Loughren, director of research for the Hazeltine Electronics Corp.

The luncheon is the first of the fall season for the N.T.F.C. and has been dedicated to Dr. Goldsmith, who is chairman of the board of the organization. Dr. Goldsmith is consultant to Radio Corporation of America, National Broadcasting Company, Eastman Kodak, RKO Theatres, and others.

'Sabrina' Pulls $9,200

Paramount's "Sabrina," opened at New York's Criterion Theatre following the invitational premiere held there the previous evening, to a gross of $9,200.

U. K. Pact

(Continued from page 1)

which both sides will agree "without serious difficulty." It is hoped, MPAA said, that the negotiations will conclude on Tuesday.

Sir Frank Lee, permanent secretary of the British Board of Trade, has already arrived in Washington and will head the British team. He will be assisted by Mrs. P. B. M. James, principal in the films branch of the Board of Trade, who arrives here tomorrow. In addition, the British Embassy and the British Treasury delegation here may send other representatives along to confer with the Americans.

Johnston, Allport Representatives

Eric Johnston, president, and Fayette W. Allport, European manager, will represent MPAA at the negotiations. The Society of Independent Motion Picture Producers will be represented by president Ellis Arnall and by James Mulvey, chairman of SIMPP's distribution committee.

Under the terms of the current remittance agreement, which expired yesterday, the industry may receive $17,000,000 annually in remittances from Great Britain. The agreement also provides that certain "bonus" dollars may be taken out of Britain if American companies engage in production in the country or purchase the rights to distribute British pictures out of the country. This year, under the current agreement, the industry received between $4,000,000 and $5,000,000 in "bonus" dollars. In addition, the agreement lists 28 permitted ways in which American companies may use their blocked sterling in Great Britain.

Myers Keynoter

(Continued from page 1)

said, in part, "the main theme of the convention is 'The Product Convention' and all efforts will be concentrated on the exhibitor's right to make a profit on current evils that are gradually forcing the small theatre owner out of business."

Marcus, in announcing the selection of Myers as keynoter for the silver anniversary convention, paid tribute to the general counsel for "his wise and guiding hand" through the years.

7 DAYS IN
HAWAII
$469
(from New York), including round-trip transportation and hotel accommodations
Fly United DC-6 air tourist service all the way, with stopover on the West Coast, if you like. Only United features 2-abreast seating and wide center aisles on all planes.
UNITED AIR LINES
Fare plus tax.
COMPARE THE FARE AND YOU'LL GO BY AIR

Industry Joins in Balaban Tribute

(Continued from page 1)

president of the Emerson Radio and Phonograph Corp., and chairman of the Greater New York Committee for State of Israel Bonds.

Eban, who also represents his country at the United Nations, stated in honoring Balaban that "his contributions have set an example which all people interested in Israel's future might follow. The people of Israel are grateful to Mr. Balaban for what he is doing to advance the cause of Israel's economic independence."

Abba S. Eban

Klutznick, in presenting the Paramount head with the President's Medal, announced that "more than $1,000,000 in Israel Bonds has already been sold by B'nai B'rith towards this goal of $7,500,000 which we have set for ourselves. We can make no greater contribution to stability and to peace in the Middle East than by strengthening Israel in this fashion."

Samuel Markle, chairman of the Barney Balaban tribute committee, who presided at the testimonial, told those in attendance of the guest of honor's achievement in the cause of freedom and democracy, citing Balaban's origin of the Freedom Train and his presentation to the Library of Congress of one of the 13 original copies of the Bill of Rights.

Abrams, in presenting the plaque to Balaban, called attention to the fact that the film leader "stands at the top of the list" of Americans who are working to help Israel. He also read the inscription on the plaque to the audience.

In expressing his thanks for the tribute paid him, Balaban said:

"We Americans have always been proud to inspire others to fashion their way of life in the pattern of the same free institutions as ours. Particularly during these crucial days of global conflict, Israel stands out today as a welcome bastion of freedom.

"I believe that Israel bonds represent a sound investment. They are backed not only by the tangible and increasing assets of the people of Israel but by the integrity of the State and the honor of the Jews everywhere. These latter, intangible assets—integrity and honor—never appear on any formal balance sheet, but here they exist, and are persuasive. It is a fact that since Israel was created, it has never defaulted by one day or by one dollar on any debt it has incurred. There have been hundreds of millions of dollars involved. The record is perfect."

In Tribute to His Country

In closing, Balaban told the gathering: "I am grateful to the good Lord for having lived during these times. I am grateful that He guided my parents' steps to these shores so that I might enjoy the blessings of America. I am grateful that He permitted me to share in this wonderful adventure."

Among the film and entertainment figures present at the testimonial were: Robert Benjamin, Harry Brandt, Edward J. Churchill, Jack Cohn, George F. Dembow, Simon H. Fabian, Eddie Fisher, William J. German, Ira Guilden, William Holden, Arthur L. Mayer, Joseph J. Newman, Samuel Rinzler, Herman Robbins, Adolph Schimel, A. W. Schwalberg, George Skouras, Rudolph G. Sonneborn, Robert M. Weitman, Eddie Cantor, George Jessel, Grace Kelly, Martha Scott and many others.

N.T. Makes N.Y. Friends

(Continued from page 1)

president in charge of Fox Intermountain; John Bertero, vice-president and general counsel; Ed Zabel, film buyer, and other management figures.

The presence of the "NT team," according to one broker, and Skouras's tribute to his aides during the course of his discussion, was said to have answered for some the contention that NT is a "one-man operation."

One Skeptical

Another who attended the meeting was more cautious, claiming that the pressure on management must have been great to bring Skouras and his aides into New York for a meeting. He, too, conceded, however, that as a result of the session he would be more apt to advise his stockholder customers to retain or to buy NT stock rather than to dispose of it.

Many of the questions from the brokers' audience, estimated at 200, concerned the new Magna Todd-AO process, questions which stemmed from NT's $1,000,000 investment in Magna Theatre Corp., it was said. In addition, it was stated, there were a number of questions on depreciation and the relative market prices and dividend policies of 20th Century-Fox and NT, which prior to divorcement was a subsidiary of 20th-Fox.

Hostility Absent

The questions put by brokers were termed "sympathetic" to management and according to a participant there was no hostility or stockholder opposition expressed, presumably eliminating the possibility that a proxy contest might be in the making.

Also welcomed by many participants was Skouras's announcement that management would cultivate a closer liaison between Wall Street in the East and NT headquarters in the West, and holding meetings here at least every six months participated in by Coast executives.

One security analyst, commenting on the meeting, drew the conclusion that as a result of the conference brokers now are less apt to think of NT stock as a "speculative football," and more as an investment.

Another participant commented on Skouras's reluctance to tell the meeting how many NT shares are held by management, raising the question of Skouras's reasons for withholding the information.

Queried Regarding TV

Some questions put to Skouras were said to have been concerned with the impact of TV on the film business and one informant lauded Skouras for giving those attending "the facts of life" on TV's relationship to the film industry, that the picture is not as bleak as painted in some quarters.

There were said to be no demands from the floor for new representation on NT's board of directors. The general tenor of the meeting was said to have "pleased" most of those in attendance.

Hecht-Lancaster To Film 'Kitty Hawk'

The first project under the newly-announced plan put forward by the independent Hecht-Lancaster motion picture producing company will be an association with Mel Shavelson and Jack Rose for the production of "Kitty Hawk," the story of the Wright Brothers and the development of the science of aviation.

The Hecht-Lancaster Organization is embarking on an expansion of its operations to include the financing of "outside" producers and to provide them with production assistance, story consultation, casting and exploitation service and arrangements for release.

Rhyan

(Continued from page 1)

pated, there were many complaints of attempts by some distributors to condition the sale of one picture upon another, TOA said.

Among the complaints registered were the allocation of cheaply made pictures in the 50 per cent bracket and the alleged enforcement of unfair availabilities through print shortages. Several theatre men charged that though they had a set availability there appeared to be a growing inability on the part of the distributor to meet that availability because of a lack of prints.

Reviews Problems

Levy reviewed the problems that he had encountered in arbitration negotiations with the distributors. He also discussed other problems on the national level. Kerasotes outlined the organizational activities of UTOI and TOA and lauded the services of Edward G. Zorn of Pontiac, who has led the Illinois organization for many years, TOA reported.

The next meeting of the Waukegan group will be held Oct. 26.

Role of 16mm. Film Theme of 'Festival'

The role of the 16mm. film in American industry and society will be the theme of the 1955 American Film Assembly and "Golden Reel Film Festival" to be held at the Waldorf-Astoria Hotel here April 4-9, 1955.

Paul A. Wagner, president of the Film Council of America, speaking at the monthly luncheon meeting of the Council, stated that less than 10 per cent of the public has any real knowledge or understanding of the 16mm. field, a situation which the forthcoming festival will seek to correct.

'Your Army'

(*Continued from page* 1)

tribution of the special film the major companies' general sales managers have divided the country into areas with certain exchange territories allotted to each company as follows:

Columbia — Milwaukee, Charlotte, Albany, Des Moines; Loews'—Pittsburgh, Jacksonville, St. Louis, Omaha; Paramount—Detroit, Oklahoma City, Chicago, Salt Lake City; Republic—Indianapolis, San Francisco; RKO—Washington, Memphis, Kansas City, Portland; 20th Century-Fox—New York, Cleveland, Minneapolis, Los Angeles; Universal—Boston, Cincinnnati, New Orleans, Denver; United Artists—New Haven, Dallas; Warner Bros.—Philadelphia, Buffalo, Atlanta, Seattle.

250 Prints Available

Coyne said 250 prints will be available. There will also be a trailer issued by National Screen. Press book and accessories, now being produced by the 20th Century-Fox advertising department under the direction of Charles Einfeld, will also be distributed by National Screen.

Although the distribution of the picture is being handled as a public service without charge by any of the participating companies, Coyne said, the picture itself will be sold as a regular feature, but at a price to theatres that will only recoup print costs and other out-of-pocket charges. If there is any money left over, Coyne said, 15 per cent will be paid into the U. S. Treasury, as provided by law, and the rest will be turned over to the government for the Army Relief Fund.

Dealt with Lichtman

Coyne explained that arrangements for distribution of the picture were made with the general sales managers committee of the Motion Picture Association of America by Al Lichtman, one of COMPO's three co-chairmen. Lichtman, in the letter he has prepared for distribution to area chairman, said that "this is a wonderful film that all Americans will be most eager to see."

2d COMPO Ad Series Commences in E-P

The first of the second series of 26 COMPO ads, which will appear in "Editor & Publisher" every other week made its appearance in the current issue of the trade magazine this week headed "Thanks, Gentlemen, For Agreeing With Us."

Several newspaper articles and editorials commenting favorably on the excellent quality of current films are quoted and the ad points out that the editorials are confirmation of the recent COMPO advertisements in "Editor & Publisher."

Cincinnati Enthusiastic

A quote from the Cincinnati "Enquirer" highlighted the fact that "no new movie opened in Cincinnati during the past week because a half-dozen downtown pictures were drawing such crowds that there was no point in changing." Similar sentiments were expressed by the Memphis "Press-Scimitar," the Cleveland "News" and the Atlanta "Constitution."

"The Barefoot Contessa"

(*Continued from page* 1)

mately comes into her life. He is a count who wins her love, marries her and, on their wedding night, reveals that an injury suffered in the war has made him impotent. And that situation leads to the picture's tragic ending.

What goes before is a series of highly entertaining sequences, some bordering on broad comedy, others intensely dramatic. Joseph Mankiewicz, who wrote and directed the picture, has injected many of his "touches" that have made his previous ventures box-office successes. He has surrounded his co-stars, Humphrey Bogart and Miss Gardner, with capable support drawn from both Hollywood and the Italian film scene and their performances are outstanding.

Filmed in Rome and on the French Riviera, the backgrounds are appealing and are further enhanced in color by Technicolor. All-in-all, "Barefoot Contessa" is a polished picture, high in production value and rich in sparkling dialogue and vivid narration.

The story is told by principal characters, with the exception of Miss Gardner, the pivotal figure on whom the narrative is based. It is the story of motion picture production abroad by an American independent company, with a few scenes centered in Hollywood. During a talent-hunting expedition in Madrid Bogart, a washed-up writer-director on the road back; Edmond O'Brien, a press agent, and their boss, Warren Stevens, an heir to a Texas fortune who has decided to produce pictures, enter a Madrid bistro to watch the dancing of Miss Gardner who has a terrific following. Although she is reluctant to try a picture career, Bogart is the one who sells her on Hollywood and thereafter becomes a sort of father confessor and guardian.

HER fame soon sweeps the world; she is pursued by wealthy men and is swept into international society, but no man can touch her and she falls in love with nobody until she meets Rosanno Brazzi, an Italian count who, with his sister is the last of a noble family. He wants to perpetuate the family if only by a statue which he has made of her. Believing that he will understand, Miss Gardner seeks to give her husband an heir, if in name only, by having a baby by another man. But the scheme backfires and the husband kills her. There is just a trace of "Strange Interlude" in this ill-fated maneuver. Here again the story could become tawdry if not handled intelligently and with finesse.

The story opens and closes in a Roman cemetery during the funeral services where the principal characters watch the proceedings and relate their parts in the episodes leading up to the tragedy.

Miss Gardner gives an excellent performance as the disillusioned contessa. The title is derived from the fact that, during the Spanish civil war, she learned to go bare-footed through the rubble and thereafter hated to wear shoes. Bogart brings a believable characterization to the screen, while Brazzi, the count, almost steals the picture. Strictly adult fare, neighborhood and small town exhibitors would be well advised to see this for themselves.

Running time, 128 minutes. Adult classification. For release in October.

AL STEEN

"Bread, Love and Dreams"

(I.F.E.)

TWO of Italy's leading boxoffice attractions—Gina Lollobrigida and Vittorio De Sica—contribute heavily toward making this one of the better importations of the year. Miss Lollobrigida, who now is visiting the States to one of the heavest journalistic welcomes ever given a foreign actress, plays an impetuous, bare-footed young peasant girl, while De Sica, opposite her, is a middle aged, respectable police marshal in a tiny Italian village. His object is definitely, and carefully, matrimony.

The picture, briefly, is a comedy of love and manners in a poor, struggling village. When the new marshal, a bachelor, arrives he casts a gentleman's eye in the direction of Miss Lollobrigida, but she is in love with a handsome young lad under De Sica's command. Fortunately for De Sica, he also likes Marisa Merlini, a village midwife. Thus after some complications everything is straightened out, and Miss Lollobrigida gets her policeman, Roberto Risso, and De Sica wins the midwife.

A Titanus production, it was directed by Luigi Comencini, from the screenplay by Ettore Margadonna and Comencini. Marcello Girosi was executive producer.

Running time, 90 minutes. General classification. For September release.

"Africa Adventure"

(RKO Radio)

ROBERT C. RUARK, long a prominent and erudite newspaper columnist, here takes a leave of absence from his journalistic chores to make a pictorial record of his safari to Africa. The result is a down-to-earth documentary on the Dark Continent as it really is, with no attempt to unduly dramatize or glamorize. It will be welcomed, and enjoyed, by the devotees of pictures filmed in far-away areas.

As the safari proceeds from Nairobi, in Kenya, British East Africa, and drives to the Northern frontier, it becomes a matter of meeting natives, lingering over their exotic ways, and going on to hunt big game. The expedition wanders off in search for "the biggest bull elephant since time began." They bag him and then go after a rhino. There is the hunting down of more animals as the film proceeds between intervals of native dances.

An RKO Pathe presentation, it was produced by Jay Bonafield, and written and narrated by Ruark. Color is in Pathecolor.

Running time, 64 minutes. General classification. For September release.

Invite Notables to 'Contessa' Premiere In N. Y. Wednesday

Leading exhibitors and top film production and distribution executives will attend the world premiere here Wednesday evening of "The Barefoot Contessa" at the Capitol Theatre.

Announcement of acceptances was made by Robert W. Dowling, chairman of the premiere committee for CARE, the relief organization which will benefit from the proceeds of the bow.

Among industry members who have accepted invitations are Spyros P. Skouras, Harry Brandt, Jack Cohn, Harry Kalmine, S. H. Fabian, Arthur L. Mayer, Walter Reade, Jr., Alfred E. Daff, James R. Grainger, Joseph R. Vogel, Wilbur Snaper, A. W. Schwalberg, Spyros S. Skouras, Jr., Charles Feldman, Herman Robbins, Sol Schwartz, Robert M. Weitman, Eugene Picker and Emanuel Frisch.

Also Ned Depinet, Charles Einfeld, Harry Mandel, Charles Boasberg, E. K. O'Shea, Samuel Rosen, Si Seadler, Edwin Fabian, Al Lichtman, Louis Nizer, Samuel Rinzler, Ernest Emerling, Roberto Haggiag, William Brandt, Paul Lazarus, Jr., Oscar A. Doob, William Brandt, George J. Schaefer, Gus Eysell, James Mulvey, William Gehring and R. W. Altschuler.

UA Sets Tie-ups on 'Contessa' Campaign

Two hundred and forty florists, 425 travel agencies and the 67-store Carvel ice cream chain have joined the New York-metropolitan area co-op campaign spotlighting the world premiere of United Artists' "The Barefoot Contessa" at the Capitol Theatre on Wednesday, it was announced Friday by Francis M. Winikus, national director of advertising, publicity and exploitation for UA.

The point-of-sales promotion will back the newspaper ad and poster program throughout the five boroughs and in major suburban centers within a fifty mile radius of New York.

Giants, Indians Will See 'Contessa' Bow

Players of the New York Giants and Cleveland Indians teams, following their scheduled afternoon carnage at the Polo Grounds here Wednesday, will be among those attending the world premiere of United Artists' "The Barefoot Contessa" at the Capitol Theatre. Leo Durocher and his wife, Laraine Day, will head the diamond contingent.

Proceeds of the opening will go to CARE, world-wide relief and rehabilitation agency.

'Desiree' to Premiere Nov. 9 in San Fran.

Twentieth Century-Fox's CinemaScope production, "Desiree," will be world premiered at the Fox Theatre in San Francisco on Nov. 9, in a benefit performance under the sponsorship of the San Francisco Newspaper Guild, it was announced here.

California Governor Goodwin Knight and San Francisco Mayor Elmer Robinson will head a first-night audience numbering prominent business, civic and social leaders from the Bay area, and a galaxy of motion picture stars who will come on from Hollywood for the premiere.

"DOWN 3 DARK STREETS"

THE N. Y. PAPERS THINK IT'S GREAT
MOVIE-MAKING!

THE TRADES THINK IT'S GREAT
MONEY-MAKING!

IS UP EVERY-BODY'S ALLEY!

"Not since 'VICE SQUAD' has there been such a pleasant surprise! Suspense, action! Exciting, fast-paced!"—N. Y. POST

"Exciting FBI melodrama! First-rate cast... director has spun out the story skillfully, creating and sustaining mystery and suspense!"—DAILY NEWS

"Tense! Quick-paced suspense, should please mystery fans!"—DAILY MIRROR

"Nifty bundle of excitement! Brisk melodrama!"—WORLD-TEL. & SUN

"Excellent example of the FBI film! Hair-raising climax high on a cliff! All very taut and well acted!"
—HERALD-TRIBUNE

"Suspensefully spun out!"
—JOURNAL-AMERICAN

"Brisk, pungent FBI mystery drama... rates very well! Bristling climax!"—M. P. HERALD

"Should completely satisfy! Action and suspense aplenty!"—BOXOFFICE

"Readily exploitable and will stand up to good advertising claims!"—M. P. DAILY

"Pulsating, thrilling! Holds all the way! Stands up impressively and delivers! Taut story gets into gear almost at once!"—FILM DAILY

"Thrilling! A fascinating thing to see! A series of brilliant incidents!"
—HOLLYWOOD REPORTER

"Pace fast, interest held tight all the way!"—HARRISON'S REPORTS

"Good film-fare that should find a satisfactory b.o. level! Well-plotted story, suspenseful, interest-holding!"—VARIETY

Fresh from her hit role in "Sabrina"

starring
BRODERICK CRAWFORD
RUTH ROMAN

MARTHA HYER · MARISA PAVAN · CASEY ADAMS · KENNETH TOBEY · GENE REYNOLDS
WILLIAM JOHNSTONE · Directed by ARNOLD LAVEN · Produced by ARTHUR GARDNER and JULES V. LEVY · Screen Play by The Gordons
and Bernard C. Schoenfeld · Based on the Novel "Case File: F.B.I." by The Gordons · An Edward Small Presentation

thru
UA

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 62 NEW YORK, U. S. A., TUESDAY, SEPTEMBER 28, 1954 TEN CENTS

10-Year Forecast

Tushinsky Ties Industry Fate To Wide Lens

Superscope Co-inventor Sees Greater Progress

A forecast that the industry's fate over the next ten-year period is tied up with anamorphic projection was made here yesterday by Joseph Tushinsky, co-inventor of the variable SuperScope anamorphic lens.

Tushinsky, here for conferences with RKO Radio Pictures executives prior to his departure for Europe, contended that anamorphic projection already has proven itself superior in every way over the old-style method of projection.

Reporting on the progress of production of SuperScope lenses, Tushinsky said that production has been built

(*Continued on page* 6)

Rank Production Nearing New High

Production activity at London's Pinewood and Ealing Studios is nearing an all-time high with seven major pictures currently before the cameras and three others scheduled to start in the near future, it was announced here by the J. Arthur Rank Organization. An additional two recently complete films are awaiting release dates.

This increase in both the number and quality of pictures made at Pinewood and Ealing is regarded by the company as tangible evidence of the

(*Continued on page* 6)

Castleman vs. RKO Suit Is Dismissed

HOLLYWOOD, Sept. 27. — The minority stockholder suit brought against Howard Hughes, RKO Pictures, RKO Radio Pictures and Chase National Bank by Eli B. and Marion Castleman today was dismissed with prejudice by Federal Judge Ben Harrison, who signed an order of judgment, ending the long-drawn-out case, on defense counsel's motion for dismissal.

Plaintiff attorney Bernard Reich's petition for fees was denied.

Loew Buys Rubin's Residual Rights

The purchase by Loew's of the residual rights in M-G-M films owned by J. Robert Rubin, reretired vice-president, was confirmed here yesterday by a Loew's spokesman.

The Loew's spokesman said the exact nature of the deal, including the price paid by Loew's, will be announced shortly, perhaps in a week. Meanwhile, trade circles speculated that the price paid by Loew's was in the neighborhood of $1,500,000. Rubin, upon his retirement on Sept. 1, had a 5.1 per cent share in the profits on the films of M-G-M over a 30-year period.

Free Convertibility Asked As Anglo-US Pact Talks Begin

By J. A. OTTEN

WASHINGTON, Sept. 27. — The renegotiation of the Anglo-American remittance agreement opened here today with representatives of the British Government declaring that their country was not yet ready for complete convertibility of the earnings from industry pictures exhibited in Great Britain.

British spokesmen explained that their country had improved its eco-

(*Continued on page* 6)

IFE Seeks U.S. Product

Monaco Tells of Italian Industry Expansion Plans

By LESTER DINOFF

The I.F.E. Releasing Corp. is now ready to accept for distribution American pictures in the U.S. and Canadian markets, Eitel Monaco, president of ANICA, stated here yesterday at a Hotel Sherry Netherland trade press conference. Speaking through an interpreter, Dr. Renato Gualino, ANICA advisor on international affairs, Monaco also asserted that:

"I.F.E. will continue to operate in this country when the Motion Picture Export Association's loan of $4,500,000 is fully used up;

"The Italian film industry is willing to work out co-production deals with U.S. producers;

"Italian producers have formed an organization, UNIEF, similar to I.F.E., which will operate in territories not covered in I.F.E. operations. This organization can conclude distribution and exhibition contracts, if necessary;

"Discussions will take place today with representatives of the MPEA concerning M-G-M membership in ANICA, availability of U.S. product for release in Italy by independent Italian distributors, and to make

(*Continued on page* 6)

New Haven Plan to Restrict Pictures Attacked by Levy

HARTFORD, Sept. 27.—A proposed ordinance which would ban the New Haven showing of motion pictures not approved by the Motion Picture Association of America has been referred to New Haven Corporation Counsel George W. Crawford for an opinion on its constitutionality, following a hearing before that city's Aldermanic Committee on Ordinances.

Speaking in opposition, Atty. Herman M. Levy, executive secretary of MPTO of Connecticut, and general counsel of TOA, asserted that he had "never seen a proposal so obviously unconstitutional."

He cited three Connecticut statutes with penalties of up to $1,000 and a year in prison for showing indecent, lascivious, sacrilegious or immoral pictures, adding that if anyone feels aggrieved concerning interpretation of the New Haven ordinances by the

(*Continued on page* 5)

AGREE TO SETTLEMENT OF SMPTE ANTI-TRUST CASE AGAINST UDT

The anti-trust suit brought by the Society of Independent Motion Picture Producers against United Detroit Theatres in 1948 has been settled out of court and the parties have agreed to the discontinuance and dismissal of the action

The complaint had alleged a combination and conspiracy between UDT and Cooperative Theatres of Michigan in restraint of the licensing, supply and exhibition of pictures in the Detroit area. The allegations were denied by each of the defendants.

In a joint statement announcing the settlement, the parties stated:

"It is the view of the Society of Independent Motion Picture Producers and United Detroit Theatres Corp. that it is vital to the success of production, distribution and exhibition of motion pictures that a free and open competitive market be maintained in the distribution and exhibition of motion pictures and that there be no artificial restrictions on the distribution or exhibition of motion pictures. The parties to the litigation above described are in complete agreement on these fundamental and basic principles."

לשנה טובה תכתבו

1954 — 5715

Disney Adding 3 More Sales Offices

BURBANK, Sept. 27.—The first sales convention of the Buena Vista Film Distribution Co., which lasted five days at the Disney Studio, has been concluded after the representatives viewed up-coming features and heard plans for the organization outlined by Roy O. Disney, president of Walt Disney Productions.

In outlining the plans for Buena Vista, Disney informed the sales group that in addition to the five offices through which "The Vanishing Prairie" and "The Living Desert" are now being handled, three additional offices will be opened shortly.

Buena Vista is currently operating in New York, Chicago, Jacksonville, Los Angeles and Dallas. To this list

(*Continued on page* 5)

Order Schine Trial For Nov. 22nd

BUFFALO, N. Y., Sept. 27.—Judge John Knight has ordered the Schine anti-trust case to trial in Federal court here on Nov. 22.

Personal Mention

RUSSELL HOLMAN, Paramount Eastern production manager, returned to New York yesterday from Europe.

•

WILLIAM MADDEN, M-G-M branch manager in Philadelphia, is in Boston from there winding up his affairs before settling in the Quaker City.

•

ROSALYN HANFLING, secretary to JULES B. WEILL, of Fortune Features, Inc., will be married on Sunday to ROBERT PAPELL at the Park Terrace here.

•

VAN JOHNSON and MRS. JOHNSON will arrive in New York aboard the "Queen Elizabeth" today from Europe.

•

GEORGE WELTNER, president of Paramount International Films, was in Washington yesterday from New York.

•

MIKE SIMONS, head of M-G-M exhibitor relations, and GEORGE MURPHY left here yesterday for Missoula, Mont.

•

BERNARD GATES, Latin America supervisor for Allied Artists International, has arrived in Hollywood from Mexico City.

•

JAMES L. FALLON, Allied Artists executive producer, and WILLIAM E. SELWYN, producer, have returned to Hollywood from New York.

•

HERMAN COHEN, producer, will leave Hollywood today for New York.

•

PILADE LEVY, Paramount general manager in Italy, has arrived in New York from Rome.

•

ROBERT A. PRATCHETT, Paramount manager in Cuba, has arrived here from Havana.

•

WALTER FITZGERALD, British actor, will arrive in New York today from England on the "Queen Elizabeth."

•

JACK H. LEVIN, president of Certified Reports, has arrived in Dallas from New York.

•

HAROLD WIRTHWEIN, Allied Artists Western division sales manager, is in San Francisco from Hollywood.

•

JESSE L. LASKY has arrived in New York from the Coast.

•

RICHARD THORPE, producer, has arrived in Paris from New York.

•

JACK ROSE, producer, has arrived here from the Coast.

Guy Croswell Smith, 74

PARIS, Sept. 27.—Guy Croswell Smith, 74, United Artists general manager in France for more than a dozen years, died here following a long illness. Smith, who joined UA in 1921, is survived by his widow.

UJA's Citations Awarded To 85 on Coast and Here

Eighty-five personalities of screen and stage in Hollywood and New York have received awards for outstanding contributions to the 1954 United Jewish Appeal campaign through the medium of entertainment, it was announced by Edward M. M. Warburg, general chairman of the United Jewish Appeal.

The awards which are for "outstanding service and devotion in 1954, to the work of saving lives, building Israel and strengthening the free way of life," were given to members of the cast and production staffs of the UJA's three Hollywood-made films and its radio and television campaign spots.

Stars receiving plaques for their roles in the films were: Donna Reed, Forrest Tucker, Eduard Franz, Robert Young, Thomas Mitchell, John Derek, Gene Lockhart, Kathleen Lockhart, Robert Mitchum.

Stars Honored

Those receiving recognition for appearing in spot announcements included Joel McCrea, Bing Crosby, Edward G. Robinson, Tony Curtis, Jane Wyman, Robert Cummings, Jeff Chandler, Piper Laurie, Rock Hudson, Garry Moore, William Gargan, Celeste Holm, Helen Hayes.

Awards for excellence in film direction went to Nathan Juran for "The Big Moment", Arthur Lubin, for "The Year Nobody Gave", and Otto Lang, for "Frontier".

Among studio executives awarded plaques were Y. Frank Freeman, Jacob Karp, Samuel Goldwyn, Robert V. Newman, Ben Hersh, Spyros Skouras, Ray Klune, William Gordon, and Morris Weiner.

Recipients of awards in other categories: For "The Big Moment"—Mel Epstein, producer; Irving Talbot, music director; Bill Meiklejohn, casting director; Frank Bracht, film editor; Lionel Linden, photographer; Mickey Moore, assistant director; Eddie Morse, casting; James Rosenberger, assistant director; Al Mann, assistant director; Henry Bumstead, art director; Don Bender, Ray Galli, Henry Harvey, cast.

Editors Recognized

For "The Year Nobody Gave"—Herbert Hoffman, music director; Douglas Dennis, film editor; Budd Small, film editor; Bob Vreeland, assistant director; Joe Small, assistant production manager; Ira Stewart, dialogue director; Ray June, photography director; Herman Selgrath, construction superintendent; Fred Bohanan, assistant film editor; Olan Soule, Sydney Mason, Ken Peters, Barbara Luddy, Jean Vander Pyl, Anne Gwynne, Ann Spencer, Riza Royce, Anthony Sydes, Sharon Baird.

For "Frontier"—Sidney Peck, assistant editor; Bernie Cooper, editor; Milton Krasner, cameraman; Rose Steinberg, script supervisor; Dave Silver, assistant director; Ray Kellogg, special effects; Leon Birnbaum, music director; Jimmie Gordon, Martin Cornica, optical effects; Al Woods, stock film selection.

Also Les Carey, International Pictures; Sidney Solow, Consolidated Laboratories, and Noel Madison.

Hits Lampooning of Public Servants

HARTFORD, Sept. 27.—The motion picture, stage and television are doing great harm "by lampooning public servants," according to Congressman Thomas J. Dodd of Hartford.

The Democrat, addressing the New England State Employes' Association, meeting at Banner Lodge, Moodus, Conn., asserted that this "lampooning of government employes creates in the public mind an attitude of animosity, hostility and jealousy toward state employes."

He added that it not only lowers employes' morale, but it discourages qualified persons from entering public service."

'Hansel' School Tickets

A New York metropolitan area-wide coverage of schools, children's groups and religious organizations has been effected by Michael Myerberg Productions in connection with the showing of "Hansel and Gretel" at the Broadway Theatre here starting Oct. 10. Over a million discount tickets are now in the process of being distributed by educators, heads of children's groups, civic, and religious leaders throughout the New York metropolitan area.

Film Clinics to Pace Allied Convention

Film clinics this year are expected to play an important role in shaping the action to be taken on the convention floor of the forthcoming "product convention" of Allied States Association scheduled at the Schroeder Hotel in Milwaukee on Oct. 12 to 14. S. J. Goldberg, president of Wisconsin Allied, has been appointed co-ordinator of the clinics.

This announcement was made by Ben Marcus, president of national Allied, who declared that it is through these clinics that the individual exhibitors can find the common ground which he and his brother exhibitors in a comparable situation, can use in discussing and deciding their problems.

The film clinics this year, Marcus stated, will be divided into seven categories, namely:

Small towns (3,500 or less population), Leo F. Wolcott, chairman; large towns (up to 20,000 population), Joe Finneran, chairman; cities (20,000 to 100,000 population), Irving Dollinger, chairman; large cities (over 100,000 population), Wilbur Snaper, chairman; key neighborhood and subsequent run, Leon Back, chairman; outdoor theatres, Julius Gordon, chairman, and circuit buying and bidding, Sidney E. Samuelson, chairman.

Symphony Telecast Cancelled by Dor

The scheduled closed circuit telecast of the Oct. 7 premiere performance of the New York Philharmonic Symphony Orchestra by Dor Theatre Television has been cancelled due to difficulties in securing coaxial cable facilities, it was announced here yesterday by Edmund Dorfmann, president of Dor TV.

Personnel Changes For Loew's Theatres In New York Aera

A number of promotions and transfers involving personnel of Loew's Theatres in New York were announced yesterday by Eugene Picker, vice-president.

Murray Lenekoff, manager of Loew's State, on Broadway, transfers to the home office staff. James Bruno, manager of Loew's Paradise, Bronx, will take over the circuit's Broadway flagship. He will be succeeded by Sig Schwartz, former manager of Loew's Gates, Brooklyn.

Henry Shamp, assistant at Loew's Valencia, Jamaica, becomes acting manager of Loew's Avenue B, while Inez Groething, assistant at Loew's American, becomes acting manager of Loew's Post Road. William Analante, former manager of Loew's American, was appointed manager of Loew's Jersey City a few weeks ago. Robert Solomon, assistant at Loew's Orpheum, will become acting manager of Loew's Victoria during the illness of Joseph McCoy, the regular manager. When McCoy returns, Solomon will be permanently assigned.

Other managerial transfers include: Harold Graff from Loew's Coney Island to Loew's Premier; Ben Newman from Loew's Commodore to Loew's Delancey; James Napoli from Loew's Avenue B to Loew's Commodore; Al Gutterman from Loew's Delancey to Loew's Coney Island; Miss Margaret Ernest from Loew's Fairmount to Loew's American and Joseph Beck, from Loew's Premier to Loew's Gates.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"BRIGADOON"
in Color and CinemaScope starring
GENE KELLY • VAN JOHNSON
CYD CHARISSE with ELAINE STEWART
An M-G-M Picture
and SPECTACULAR STAGE PRESENTATION

Robert TAYLOR • Janet LEIGH • George RAFT
ROGUE COP
COOL PARAMOUNT B'WAY at 43rd St.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor. Published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building. Samuel D. Berns, Manager; William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

BEST LENS...

QUICKEST DELIVERY...

LOWEST PRICE...

TUSHINSKY BROS'. VARIABLE ANAMORPHIC

*SUPER*SCOPE* LENS

It's easy to understand why *SUPER*SCOPE is the choice of exhibitors everywhere. You have only to check the testimony of leading circuit and independent theatre owners to see that the leaders of the industry agree that Tushinsky Bros.' variable anamorphic *SUPER*SCOPE lens is superior . . . and the best buy on the market.

In addition to its unique operating flexibility, *SUPER*SCOPE is easily installed, without drilling, tapping or special mounting to your present lens barrel. Tightening one screw does the job. There is never any need to shift the position of your projection machine with *SUPER*SCOPE, because the lens itself is adjustable to the right or left.

And now, *SUPER*SCOPE can be delivered within forty-eight hours of receipt of your order!

Technically superior, lowest in price, and now fastest delivery — *SUPER*SCOPE solves your anamorphic projection problem!

*Trade Mark Reg. and Patents Pending

ONLY $700 PER PAIR

available from NATIONAL SCREEN SERVICE
At Your Local Exchange

Ulrich Smith To Be Dined

PHILADELPHIA, Sept. 27.—Ulrich F. Smith, who has been in the motion picture industry and with Paramount Pictures for the last 40 years, will be honored at an industry dinner celebrating his 40th anniversary at the Bellevue-Stratford Hotel here on Nov. 8. He is branch manager.

George Beatty, film buyer for Goldman Theatres, Philadelphia, was selected as chairman in the committee to honor Smith, and Jay Wren, city zone manager for United Paramount Theatres, was named co-chairman.

Also on the committee are: Norman Silverman, chief barker of Variety Club No. 13; Hugh A. MacGuire, sales manager, Paramount; Jack Greenberg, Greenberg Theatres; Alfred Davis, film buyer for the Fried Circuit; John Kane, office manager of Paramount; Ted Minsky, film buyer, Stanley Warner; Rox Palase, general manager, Varablow Circuit; Ralph Pries, general manager, Berlo Vending; Bob Weber, assistant to Howard G. Minsky, division manager, Paramount Pictures.

The dinner will also honor Oscar Morgan, Paramount short subject general sales manager, who also celebrates 40 years with the company.

U.S. Rights to 4 UK Films to Trans Lux

Trans-Lux Corp. has acquired the American distribution rights to four British films produced by George Minter for Renown Pictures, it is announced by Richard Gordon, president of Renown Pictures of America, who negotiated the deal with Richard Brandt, vice-president of Trans-Lux.

Included in the deal are three pictures in color; namely, "Our Girl Friday" with Joan Collins and Kenneth More; "Dance Little Lady" with Mai Zetterling, Terence Morgan and Guy Rolfe; and "Trilby and Svengali" with Hildegarde Neff and Donald Wolfit. The fourth picture is "Grand National Night" with Nigel Patrick and Moira Lister.

Trans-Lux will not distribute the pictures itself, but will arrange distribution through one or more major companies. Negotiations are now in progress with 20th Century-Fox for the distribution of "Our Girl Friday."

Robust $65,000 For 'Sabrina'

A robust $65,000 is seen for the first week of "Sabrina" at the Criterion here on the basis of excellent weekend business marked by a record-breaking $14,287 for a single-day's take which was racked up on Saturday.

Other first week estimates for theatres where "Sabrina" is playing are: Astor, Boston, where it is out-grossing every other picture that played the theatre, $23,000; the Chicago Theatre, Chicago, where in three days it outgrossed "Rear Window" by 20 per cent, $75,000; Hollywood Paramount, Los Angeles, $29,000 for a new record; Denham, Denver, $14,000; Paramount, Buffalo, $20,000; Paramount, San Francisco, where "Rear Window" gross is being topped by 10 per cent, $25,000; the World, Minneapolis, $10,000, and the World, St. Paul, $7,500.

Reade Files Suit Over Drive-ins

TRENTON, N. J., Sept. 27.—Charging breach of contract, Walter Reade, Jr., yesterday filed suit in New Jersey Superior Court against William Scully, former vice-president of Universal Pictures; James J. Thompson, operating administrator of Easter Drive-in Theatres, and Monroe Stein, industry anti-trust attorney.

The complaint alleges that in December, 1953, Scully, Thompson and Stein agreed to sell six New Jersey drive-ins to Reade and that after the agreement had been reached, Scully, Thompson and Stein breached their contract and refused to accept payment in accordance with the terms.

Reade, alleging that he had tendered the purchase and offered to comply with the terms of the contract, is suing for specific performance of the contract or, as an alternative, for monetary damages of $1,000,000.

The involved drive-ins are Totawa, Union, Morris Plains, Brunswick, Shore and Sly.

Rogers Program Set for Thursday

Final arrangements have been completed for the planned Will Rogers Hospital nationwide closed circuit telephone broadcast to be conducted on Thursday, at 11:00 A.M., EST.

The program will last about half an hour and will originate in the Columbia offices of Abe Montague, president of the Will Rogers Memorial Hospital. Montague will open the broadcast and will officially launch the 1954 Christmas Salute throughout the nation.

Following the introduction, Charles Feldman, national distributor chairman of the Christmas Salute, and Moe Silver, national exhibitor chairman, will outline the high points of the Salute program objectives of their respective committees in all exchange cities simultaneously. San Francisco will not participate in the Thursday broadcast, but will receive it by transcription at a date to be announced.

The New York exchange area receiving point for the broadcast will be in the 20th Century-Fox exchange, where the local Salute committee, comprising branch managers, exhibitors, and other industry executives will be in attendance.

U. S. Firms to Make Eight in Mexico

MEXICO CITY, Sept. 27.—American film companies, among them Wayne-Fellows, Cosmos Productions and Albert Lewing, have arranged to produce at least eight pictures here between October and January, it is learned in local studio circles. Four more may be made by American companies, it was added.

The Churubusco studio is ready to handle five of these pictures and is preparing for the other three that will definitely be made. Republic Pictures is expected to start the ball rolling with a picture in October.

Concessions Experts At TOA Conclave

The nation's top experts in all fields of theatre concessions will offer authoritative advice and will answer questions from the floor at the International Popcorn Association and Theatre Owners of America concessions forum all day Thursday, Nov. 1, at the Conrad Hilton Hotel, Chicago.

The forum, which will climax the 1954 TOA convention, combined with the TESMA-TEDA-TOA-IPA trade show, will be moderated by Bert Nathan of the Theatre Popcorn Vending Corp., Brooklyn, first vice-president of IPA and co-chairman of TOA's concessions committee.

Concessions leaders who will report on the latest developments in the various phases of theatre concessions and will participate in a question-and-answer period during the morning and afternoon sessions will be: Popcorn, Nathan Buchman, co-chairman TOA's concessions committee; candy, Van Myers; ice cream, Lee Koken; beverages, Melvin Rapp, and drive-in operations, Melvin Wintman.

In addition to individual theatre owners, the heads of circuits and their managers and purchasing agents of concessions and equipment and accessories departments are expected to be in attendance during the five-day conclave.

Review

"Heat Wave"

(Lippert)

A PHILANDERING wife and her wealthy husband, older than she and in poor health, form the two sides of a triangle in which the third side includes a struggling writer and a young musician. This rather unpleasant but dramatic situation promises more than the film delivers.

Alex Nicol, the writer, infatuated by the woman in the case, takes pity on the husband, who is planning to cut off his wife in his will. Nicol's sympathy for the husband only induces the wife to turn on the charm entirely in Nicol's direction, and he's caught.

While on a fishing trip in the fog, the husband has an accident which encourages the wife to shove him overboard. Nicol covers up for her but later discovers she's returned to the musician. This and his conscience bring him to the police.

Nicol and Hillary Brooke, as the wife, play their roles with conviction although little sympathy is evoked. Sidney James gives the best performance as the unwanted husband and Susan Stephen is seen as his daughter by a previous marriage. It's interesting to note that Alan Wheatley, as a detective, is smug, unlikable and unbelievable.

Ken Hughes directed from his own screenplay which was based on his own novel. With all this inside knowledge, he should have created a less obvious film. Anthony Hinds produced this Hammer Production.

Running time, 68 minutes. Adult classification.

People

Harvey Appell, Columbia salesman in Albany for the last three years, was presented with a bag of golf clubs by Film Row colleagues at a weekend party prior to his departure for Boston where he will join Columbia's sales staff. His successor, **Jack Sussman,** reports from Des Moines on Oct. 4.

◆

Arthur Alperin has been named manager of the Colonial Theatre, Southington, Conn., replacing Frederick Frink, resigned.

◆

Dwight Hanson, of the Golden Buckle Theatre, Rockwell City, Ia., and **Mrs. Hanson** announce the birth of a baby girl who has been named Nancy Beth.

◆

Margery I. Tanney, daughter of **Joseph Tanney,** president of S.O.S. Cinema Supply Corp. here, has entered her freshman year at Vassar College.

◆

Albert Pickus, owner of the Stratford Theatre, Stratford, Conn., has been elected to the board of directors of the Stratford Red Cross.

◆

John Wilhelm, 20th-Fox salesman in Albany, and **Mrs. Wilhelm** became the parents of twins last week.

◆

Maurice Bailey of Bailey Theatres has assumed the additional title of managing director of the Shubert Theatre, New Haven legitimate playhouse operated by the Shubert-Haven Corp., which he heads. **Ben Segal,** managing director for seven years, is resigning to concentrate on the Oakdale Musical Theatre in Wallingford, Conn.

◆

Joe Krenitz, Republic salesman in Cleveland, who was in automobile accident over the Labor Day weekend, is back at his desk, but **Mrs. Krenitz,** with internal injuries, will be confined to bed for several months.

◆

Ben Halpern, assistant to **Sam Cohen,** United Artists foreign publicity manager, is the father of a daughter, **Nancy Susan,** born yesterday to **Lois Halpern** at Lenox Hill Hospital.

E. M. Loew's Joins Makelim Plan

The participation of the E. M. Loew's Circuit in the Makelim plan was disclosed here yesterday by John Wolfberg, vice-president of Makelim Productions.

Wolfberg concluded the E. M. Loew's deal while in Boston at the weekend. The Makelim Productions executive, meanwhile, continued his talks here with large circuit executives.

Disney

(*Continued from page* 1)

will be added Boston, Denver and either Cincinnati or Cleveland.

Buena Vista is a wholly owned Disney subsidiary and a week ago it was announced that it would distribute all future Disney products.

The delegates were shown rough-cuts of "20,000 Leagues Under the Sea", and "Lady and the Tramp," the first all-cartoon CinemaScope feature, and enthusiastically predicted they would run up the greatest grosses in Disney's history.

Disney told the group that "20,000 Leagues" will open in 60 key centers throughout the United States at Christmas time, and that in all instances theatres equipped for CinemaScope and stereophonic sound will be selected for the premiere showings. Physical handling of the Disney films as well as all accessories will continue to be done through National Film Service, Disney stated.

Home Office Officials Attend

Attending the convention from the home office were Leo Samuels, general sales manager; Irving Ludwig, domestic sales manager; Jessie Chinich, assistant domestic sales manager; Ned Clark, foreign sales manager; Lou Gaudreau and Howard Hein, home office executives; Charles Levy, Eastern publicity and exploitation director, and Mort Meyerson and Herman Raucher of this staff.

Other sales personnel present were Wendell Bjorkman, West Coast representative and his aides, Peter Thorn and Don Fuller; Harris Dudelson, Chicago; William Murphy, Jacksonville; Douglas Desch, Dallas, and Marvin Goldfarb, Denver.

Para. Conducts VV Briefing in Minn.

MINNEAPOLIS, Sept. 27.—Paramount's Minneapolis branch played host at the weekend to district manager Buck Stoner of Chicago, a Hollywood studio representative and members of the Milwaukee branch sales staff to discuss the technical aspects and sales policies of VistaVision, the company's wide-screen process which will be introduced this fall with the musical "White Christmas."

The Minneapolis session was one of a series being held for Paramount sales personnel in the Midwest area and follows meetings held in Chicago and Indianapolis and preceded a final session to be held this week for the Des Moines and Omaha branches.

Here from Hollywood was Dr. Dailey, a member of Loren Ryder's research staff who has been working on the broad-gauge photography process for the last seven years.

Attending the sales conference were Jesse McBride, Minneapolis branch manager, and seven members of his sales force; Irving Werthamer, Milwaukee branch manager, and three salesmen, Stoner, Herb Cohen, assistant to Stoner, and Dr. Dailey.

HOWARD E. STARK
Brokers and Financial Consultants
TELEVISION STATIONS
RADIO STATIONS
50 E. 58th St., N. Y. EL 5-0405
Specialists to Motion Picture Industry

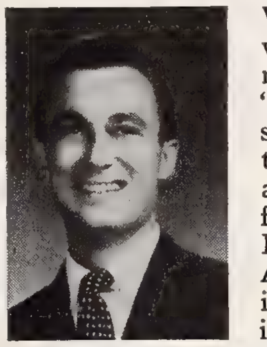
Television--Radio

with Pinky Herman

SCREEN GEMS' "Ford Theatre," a top-ranking telefilm series, will NBCommence its third season on Thursday (9:30-10:00 P.M. EST) with a comedy-drama, "The Trouble With Youth," featuring film luminaries Paul Douglas, Constance Moore and June Vincent. Series which features Hollywood personalities throughout, has launched many a screen star into TV and is filmed in Hollywood and produced by Irving Starr. . . . Vet manager of operatic and concert artists Angelo Carlino has been named artists relations head for the Penthouse Studios of V. J. Nola (Steinway Hall branch). . . . Lovely Betty Mattson, recording star for Academy Records and better (Danny Sorkin sez 'much better half') half of WCFL platter spinner Dan Sorkin, has recovered from a recent operation and is ready for another disk-cutting date.

☆ ☆ ☆

Don't let the name mislead. Although the Ted Brown (assisted by his charming frau Rhoda) Show, originates every evening from his home in Riverdale, named 'Bellyachers,' their daily patter and chatter every evening via WMGM is one of the drollest on the airwaves and so easy to listen to. . . . Two most interesting half-hour telepix, titled, "Round The World By Clipper," originally shot in color by Burton Holmes on a world tour three years ago, are being scripted and will be narrated by Newton Meltzer for Pan-American World Airways with Frederic Watson, the producer. Academy Award Winner Jean Oser is currently editing the film which will be distributed both in 16mm Kodachrome color and black & white. . . . Only in their domain for but four weeks, MCA-TV, Ltd., has already sold Tel-Ra's football series of telefilms, "Touchdown," in 73 markets around the country. (Nice goin' Dave V. S.). . . . Sotto Voce to Ronald Reagan: With that fine array of talent which includes filmland's toppers and of course Fred Waring's wonderful musical aggregation, we can't see how the new TV CBSeries, "General Electric Theatre" (with yourself as host-program supervisor and actor), can miss. . . . For her unselfish work entertaining our Armed Forces overseas, Frances Langford on NBC-TV last week, the production "Operation Entertainment," was honored with the presentation of her 39th award.



Ted Brown

☆ ☆ ☆

With pros and cons galore filling the immediate environs of Radio City and likewise the staid vicinity of Avenue M in Flatbush whence his NBC-TV productions originate, Max Liebman himself dives into the controversy on the "how, what, when and why" of his efforts to produce original musical shows for TV, with his own story which will appear in next month's (out Sept. 28) issue of Theatre Arts Magazine. . . . Formerly associated with Brown & Bigelow, Paul Miles has been added to the Television Programs Of America staff as account executive. . . . Choreography for Ginger Rogers' TV debut skedded for Monday, Oct. 18 in "Tonight At 8:30" will be under the direction of Richard Barstow, who was responsible for the staging of the musical numbers and dance sequences in Judy Garland's forthcoming flicker, "A Star is Born" for les freres Warner.

Max Liebman

☆ ☆ ☆

Fred Fiske, the WWDClever disk jockey down in the nation's Capital, during World War II, served as an aerial gunner on a B24 Liberator as a member of the 8th Air Force (USAAF) and participated in 30 bombing missions over Germany. Prior to his entering the Air Force, he was a speech teacher in the New York City Schools and after his honorable discharge from the military, joined the staff at WWDC where he's been a top pop deejay ever since. . . . Margaret Truman will Guestrill tomorrow on Steve Allen's "Tonight," TVia NBC. . . . Watch WMGM now that Art Tolchin, with two decades of radio experience, sales and management savvy, is top banana there. Art has more personal friends in Radio than any one we know.

Retma Plans Drive In New Congress Against Excise Tax

Climaxing a three-day industry conference at the Roosevelt Hotel, the board of directors of the Radio-Electronics Television Manufacturers Association authorized RETMA president Glen McDaniel to carry out a three-point tax legislative program when Congress reconvenes.

President McDaniel was authorized by the Radio-Television Industry Committee, under chairman H. L. Hoffman, to work for removal of the 10 per cent excise tax on all color TV receivers and for the reduction of the tax from 10 to five per cent on black and white TV and radio receivers. He also was authorized to cooperate with other trade associations in seeking administrative tax reforms, involving radio-TV and electronic communications products.

Competitive Basis Sought

The association will try to convince Congress that the excise tax on color receivers should be removed, at least for a few years, in conformance with the policy of waiving the tax for a limited period on new industries and products, McDaniel said. Congress also will be told that a reduction in the tax on black and white television and radio sets to five per cent will place these products on a competitive basis with household appliances on which the tax was reduced last spring and eliminate present discrimination.

Chicago Community Fund Show Oct. 3

CHICAGO, Sept. 27.—A group of prominent film personalities will join with representatives of unions, legitimate theatres, NBC, ABC and CBS in the Community Fund show to be held Oct. 3 at the Civic Theatre. It will be presented from 10:30-11:30 P.M.

Among the stars who already have promised to appear are Jan Sterling, Olsen and Johnson, Duke Ellington, Carol Channing, Tommy Bartlett, Howard Miller, Ralph Meeker and Irv Kupcinet.

Harry Bubeck and Lou Jacobsen, of the Leo Burnett Co., advertising agency, are producing the show.

New Haven

(*Continued from page* 1)

police chief, he can go to court on the matter.

Moreover, he said, the MPAA is an organization of only producers and distributors, and that theatre owners and operators are not members. "You would be asking an organization on 44th St. in New York to determine what New Haven can see." He termed this method as "the worst kind of censorship."

Speed
Quality
Results
You Get All 3
WHEN GOOD-OLE-DEPENDABLE
FILMACK
MAKES YOUR
SPECIAL TRAILERS
1327 So. Wabash Chicago Ill
630 Ninth Ave New York

Anglo-US Pact

(*Continued from page* 1)

nomic situation from the exchange standpoint but that they would still have to be cautious about convertibility. Industry negotiators expressed their hope that the British would be able to offer complete convertibility of film earnings into dollars, but at the same time they understood Britain's economic situation.

Details Not Released

After giving these general statements, both sides presented their proposals. No details of the proposals of either side were released, but a spokesman for the Motion Picture Association of America declared that neither side was "too far off" from the other. It seemed likely, he said, that any differences in the positions of the two groups would be easily reconciled and that the agreement reached would probably resemble closely the one that just expired on Sept. 25.

The two groups are scheduled to meet again tomorrow morning with industry representatives still feeling that agreement might possibly be reached by the end of the day.

The negotiators were the guests of Ellis Arnall, president of the Independent Motion Picture Export Association, for lunch at the Statler Hotel. Tomorrow evening, Eric Johnston, MPAA president, is giving a cocktail party for the group at his home.

Four Represent Britain

Representing Great Britain are Sir Frank Lee, permanent UN secretary of the Board of Trade; Mrs. P. B. M. James, principal in the film branch in the Board of Trade; M. H. M. Reid, private secretary to Sir Frank, and R. L. Sharp, counselor in the British Embassy here.

Along with Johnston and Arnall on the industry team were James Mulvey, chairman of the distribution committee of the Society of Independent Motion Picture Producers: Fayette W. Allport, MPEA European manager, and George Welther, chairman of the foreign managers committee of MPEA.

Rank Production

(*Continued from page* 1)

success of the long-range planning program adopted by the J. Arthur Rank Organization to assure a continuing flow of top-flight product from Britain.

The nine pictures now before the cameras are:

"To Paris With Love," a Technicolor comedy starring Alec Guinness and Odile Versois. Robert Hamer is directing for producer Antony Darnborough; "The Sea Shall Not Have Them," an adventure drama with a cast that includes Michael Redgrave, Dirk Bogarde, Anthony Steel, Nigel Patrick and Bonar Colleano. Lewis Gilbert is directing for producer Daniel M. Angel; "The Night My Number Came Up," starring Michael Redgrave. Based on a Saturday Evening Post true story by Air Marshal Sir John Goddard, the picture is being directed by Leslie Norman from a screenplay by R. C. Sherriff; and "As Long As They're Happy," a musical comedy in color starring Jack Buchanan, Jean Carson and Jerry Wayne. J. Lee Thompson is the director of the Raymond Stross production.

Italian Expansion Cited

(*Continued from page* 1)

representations on behalf of the Italian film laboratories for color process work."

In New York for the first time since 1952, Monaco said that "I.F.E. is now ready to accept American films for distribution in this country and Canada." It was learned that I.F.E. officials and Michael Myerberg, producer of "Hansel and Gretel," have held discussions concerning distribution of this picture.

"The situation is now ripe for U.S. and Italian co-production deals because relationships between both countries and industries are excellent," he said. Elements in Italy and here are the same and films with English and Italian versions under co-productions deals could be made, Monaco said. He also stated that I.F.E. films with dubbing have been very successful.

Tracing the development of I.F.E. and the Italian film industry since 1950, Monaco said that "national production of films has tripled the value of business so that Italy is second to the U.S. in the world film market."

The three-year relationship between the U.S. and Italian industries has been most amicable, he said. "American companies which maintain their own facilities in Italy have increased their net revenue from $10,000,000 to $15,000,000 within that period while reducing their imports from 280 films in 1950 to 220 in 1953," Monaco said.

Reviews Four Years

Comparing the Italian business growth from 1950 to 1954, Monaco said, with Dr. Gualino interpreting, that "production has jumped from 60 films per year to 140 films annually; investments in films increased from $15,000,000 to $50,000,000 yearly; the gross box-office investment in Italy has grown four times from $15,000,000 to $60,000,000 in 1953; the volume of export doubled and the gross revenue trebled — from 900 contracts worth $3,000,000 in 1950 to 1,800 contracts in 80 countries in 1953 for a net collection of $9,000,000."

The huge improvement in the Italian industry was due to the rapid growth of theatres—12,000 houses at the latest count—and the theatre going public which purchased over 800,000,000 tickets last year for a $150,000,000 box-office gross as compared to the previous $100,000,000, Monaco said. "The improved Italian production and the governmental attitude in extending advances and financial aid to producers and the few restrictions on productions have also tremendously aided the industry," it was interpreted.

The development of the Italian industry will continue well into the future, Monaco said, because of the technical improvements and facilities for film producing, 50 per cent of all films being in color, and the promotion of co-production deals with other countries. Dr. Gualino said that at present, Italy has working co-production deals with France, Germany, Argentina and Spain and is discussing one with Mexico. Monaco said that since 1949, French and Italian film makers have turned out 105 films under co-production arrangements.

In territories of the world which are not covered by I.F.E., the film producers have formed an agency, UNIEF, to operate and conclude if necessary agreements for the release and exhibition of Italian product, he said. UNIEF has already worked out an agreement with France's Cofram for the distribution of Italian films in South America, Monaco said. It is expected that this new organization, which Monaco said was formed in 1953, will set up offices in Central America, France, Germany, Spain and South America.

Sees Continued Improvement

"The general situation of Italian films will improve steadily under the present operational methods," Monaco said. "We also hope that the Italian government will continue to allow the present conditions to exist," he said.

Commenting on the new MPEA-ANICA agreement which runs from Sept. 1, 1954, to Aug. 31, 1956, Monaco said that "the Italian industry is entirely satisfied with the pact." At this point, Monaco was asked about American companies not having a complete vote in ANICA activities. The Italian executive replied, "no important decision of ANICA matters have been taken up without U.S. knowledge."

Asked how much money I.F.E. has returned in dollars to Italy since the start of its operations in this country, Monaco replied, "The I.F.E. earnings of $9,000,000 in 1953 included about $900,000 from the U.S. market."

Questioned about the requested MPEA accounting of the $4,500,000 loan, Monaco stated that "under the last agreement, a settlement of $150,000 wiped out the loan. I.F.E. finances and data are confidential, but the whole amount has not fully been used up. Much of the $4,500,000 has been spent in the promotion of Italian films in the U.S. and used as circulation capital for I.F.E. Whenever an accounting of the loan was requested, the request was complied with."

Activities of I.F.E. here will continue long after the MPEA loan is used up, Monaco said. "I expect it will take 99 years to use it up," he said. "I.F.E. has already started to send dollars back to Italy, but a big stumbling block which we hope to overcome during 1955 is the U.S. tax of 30 per cent on remittances," Monaco said.

Will Discuss Three Points

Commenting on what he will discuss with MPEA representatives, Monaco said that three pertinent points need clarification. They are: the general relationship of the American companies to ANICA and, as a subsidiary of this, the question of M-G-M membership in that organization; the availability of a certain number of American pictures produced by MPEA member companies for release in Italy by independent Italian distributors; and to make representations on behalf of the Italian film laboratories for a share in the striking of mono-pack system color release prints for Italian distribution of U.S. product.

Dr. Gualino, at this point, stated that a number of U.S. films taking up Italian release dates have no commercial value in Italy. "We will also ask the MPEA not to send minor films into the Italian market," he said.

Commenting on the threat of commercial television to the Italian industry, Dr. Gualino said that "the television danger is not very big. We are now terminating an agreement whereby five-year-old films were made available to TV. ANICA and TV officials are now discussing a new agreement."

Asked about the Italian film pact with Russia, Monaco said that an exchange of four or five films each year has been agreed upon, with the Russians not making any modifications in the editing of the films.

Also in attendance at the meeting were Dr. Franco Penotti, president of the Italian Distributors Association and an ANICA vice-president, E. R. Zorgniotti, I.F.E. executive director, Jonas Rosenfield, IFE Releasing Corp. vice-president, and Fred Goldberg, I.F.E. publicity manager.

Tushinsky

(*Continued from page* 1)

up so that immediate delivery on orders now is possible. He put the rate of production at between 800 and 900 lenses per month.

Tushinsky, who plans to leave here on Thursday aboard the "United States," said that SuperScope demonstrations will be held in London, Oct. 12; Paris, Oct. 19; Rome, Oct. 26; and possibly sites in Germany.

He described his relationship with RKO Radio Pictures, which sponsored the development of his lens, as "wonderful." About 2,000 SuperScope lenses already have been sold to exhibitors, he estimated.

Elaborating on his forecast, Tushinsky stressed his belief in the continuing development of the motion picture medium, with new avenues constantly open for further exploration. These new avenues, he explained, include improvements in filming, projection, color and sound.

In this connection, he singled out Cinerama for having set the pace and predicted that due to the uniqueness of the medium it will continue to set the pace.

Hope to Show 'Horizontal' VV

Paramount, now experimenting with horizontal projection of VistaVision pictures, hopes to demonstrate the method within a few weeks at the Radio City Music Hall, it was stated here yesterday.

A Hall spokesman, confirming that experiments have been conducted by Paramount technicians, said the initial demonstration would most likely be limited for Paramount and Hall executives. There is a possibility, if the special projectors are ready in time and if Hall executives approve the test, that "White Christmas" may be projected horizontally through specially-constructed cameras.

The horizontal projector, it was explained, utilizes the full double-sized frame secured with the VistaVision camera, operating at double the normal rate to compensate for the double-sized image. Light, clarity and resolution is said to be improved with horizontal projection.

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 63 NEW YORK, U. S. A., WEDNESDAY, SEPTEMBER 29, 1954 TEN CENTS

For $1,000,000

Report Mayer Buys Rivoli Theatre Here

Skouras Lease on House Has Three Years to Run

Special to THE DAILY

HOLLYWOOD, Sept. 28.—Louis B. Mayer is reported here to have purchased the Rivoli Theatre in New York for a price that is understood to have been in the neighborhood of $1,000,000.

L. B. Mayer

The Rivoli is under lease to Skouras Theatres which has approximately three years to go under the existing contract. With a seating capacity of 2,094, the Rivoli is slated to be the showcase in which "Oklahoma!" will make its debut in the Todd-AO process, in which Mayer is interested.

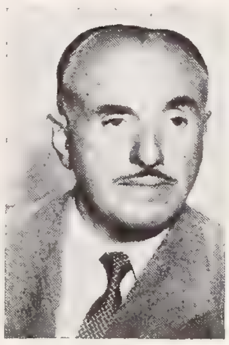
Whether Mayer will operate the theatre personally upon the termination of the Skouras lease could not be learned, although there are reports that he is considering selling or leasing the house to another large circuit.

"A Star Is Born"

(Warner Bros.)

(CinemaScope)

THERE are tremendous entertainment values of numerous varieties in this important and distinguished production. One of the finest measures of its quality is that its running time of three hours and two minutes does not seem overlong, fully attesting to its ability to entertain and engross the viewer over its entire length.



Jack L. Warner

An obviously costly film, it shows its budget in every phase of production investiture. It is a fitting frame for some outstanding performances by Judy Garland and James Mason, either or both of which easily might turn up, come Academy Award time, as the best of the year. It is also set apart by the validity of performances in support such as those of Charles Bickford, Jack Carson, Tom Noonan, and many others.

The fine direction of George Cukor, Moss Hart's excellent screen play; the music of Harold Arlen, Ira Gershwin's lyrics, Richard Barstow's dances, the color by Technicolor, in fact, everything that has gone into this

(Continued on page 3)

Savings Open to U.S. Armed Services Film Activities Are Cited

A study of the armed services' motion picture and photographic programs which might save the government $17,000,000 a year was turned over to the Secretaries of the three services yesterday by Eric Johnston, president of the Motion Picture Association of America.

Under Johnston's direction, a team of experts began the study five months

(Continued on page 7)

Technicolor Upswing Reported by Kalmus; To Pay 2 Dividends

The board of directors of Technicolor, Inc., at a meeting held here yesterday declared a dividend of 25 cents a share on the new $1 par common stock and 50 cents a share on the old no-par common stock not exchanged. The dividend is payable Oct. 22 to stockholders of record on Oct. 8.

Dr. Herbert T. Kalmus, president, further reported a sharp upturn in the consolidated earnings of Technicolor, Inc., for the third quarter of 1954. The consolidated net profit after taxes on income of Technicolor, Inc., for the three months ended Sept. 30, is estimated to be $767,560, equivalent

(Continued on page 6)

Few Changes

British-U.S. Pact Extended For One Year

$2,250,000 of Eady Plan Earnings Remittable

By J. A. OTTEN

WASHINGTON, Sept. 28.—The Anglo-American remittance agreement has been extended without change for another year, the Motion Picture Export Association announced today.

The new agreement, carrying on the terms of the former remittance agreement, will permit American companies to transfer out of Britain $17,000,000 a year from the earnings of American Motion Pictures in the United Kingdom plus between $4,000,000 and $5,000,000 in "bonus money."

It was further agreed that because of the United Kingdom's improved balance of payments position, American companies would be able to exercise their right to take out part of the earnings accruing to them from the

(Continued on page 7)

Future, Not Present, Most Vital: Starr

Special to THE DAILY

KANSAS CITY, Sept. 28.—A long-range view of the future rather than consideration of competitive advantage today was urged upon exhibitors here by Alfred Starr, member of the board of Theatre Owners of America, in an address delivered at

(Continued on page 7)

Expect Quick Appeal

Rules NYC 5% Tax Valid; Injunction to Continue

New York Supreme Court Justice Percy D. Stoddart in Queens General Court yesterday held that the five per cent city amusement tax was valid but, pending an appeal, stated that local theatres should continue to collect the tax but not pay to the city that part of the tax which constitutes the breakage over five per cent. He ruled that the posted bonds should be continued. In effect, Justice Stoddart granted a stay until the case can be carried to a higher court.

The plaintiff theatres in the action against the tax had contended that under the entire administrative code provision, the city was forbidden from levying a tax that would result in theatre scales becoming higher than the established rates plus the U.S.

(Continued on page 6)

AB-PT ASKED TO SET HOUSES TO PLAY 'ART' AND FOREIGN FILMS

Theatre partners and circuit heads of American Broadcasting-Paramount Theatres have been asked to give consideration to a plan for establishing in as many areas of their operations as they deem advisable a theatre which will specialize in the showing of "art" and foreign films "in a small way" as a beginning.

The plan was devised by Edward L. Hyman, AB-PT vice-president, and presented by him to the company's theatre associates at their recent annual meeting at Shawnee-on-Delaware, Pa.

Hyman pointed out that the plan serves several purposes apart from the obvious one of determining whether

(Continued on page 6)

"A Star is Born"
STARRING
JUDY GARLAND AND JAMES MASON
CINEMASCOPE
TECHNICOLOR

ADVERTISED IN THE OCT. ISSUE OF Redbook
• More than 3,953,426 Primary Readers
THE MAGAZINE FOR YOUNG ADULTS

Personal Mention

ROBERT M. DOWLING, of City Investing Co., will leave here tomorrow for Paris by B.O.A.C.

•

FRANK WESTMORE, Paramount make-up artist; CHARLES WHITMORE, photographer; FRANK DELMAR, costumer, and JOHN WARREN, cameraman, will arrive in New York from Hollywood today enroute to Cairo, Egypt.

•

ROBERT COHN, European representative for Columbia Pictures, will sail for Le Havre today aboard the "Liberte."

•

VIERI NICCOLI, publicity director for Paramount in Italy, wil leave New York today for Hollywood.

•

ALFRED CROWN, of Moulin Productions, left here yesterday for London via B.O.A.C. MONARCH.

•

ANNA MAGNANI, Italian actress, will arrive in New York from Genoa tomorrow aboard the "Andrea Doria."

•

NINA FOCH will leave here at the weekend for Hollywood.

•

DANNY KAYE will leave Hollywood tomorrow for New York.

Toronto Variety Club To Elect on Oct. 26

TORONTO, Sept. 28.—Sixteen members, including 10 present officers and canvasmen, have been nominated for the 1955 Crew of Toronto Variety Tent No. 28 for the elections to be held at the next meeting on Oct. 26, under the direction of chief barker W. A. Summerville.

The nominees: Ernie M. Rawley, Monty Hall, Lou Davidson, George Altman, Herb Allen, Clare Appel, Dave Griesdorf, Harry S. Mandell, Dan Krendel, J. J. Fitzgibbons, Jr., Joe Bermack, Ed Fitkin, Paul Johnston, Sam Glasier, Herman Heller and Charles S. Chaplin.

The chairman of the nominating committee was Morris Stein, a former chief barker and Eastern Division manager of Famous Players Canadian Corp.

Screen 'Hansel' for Parochial Teachers

A special preview screening of Michael Myerberg's production of "Hansel and Gretel" will be held on the morning of Oct. 9 for some 2,000 members of the educational staff of the New York Archdiocese of the Roman Catholic Church, it was disclosed yesterday by Arthur Gray, Jr., president of Michael Myerberg Productions.

Private screenings were held in the recent past for His Eminence Francis Cardinal Spellman, Msgr. John J. Voight, Archdiocese secretary for education; Rev. J. P. Haverty, superintendent of schools, and Rev. Harold S. Engel, director of Catholic Youth Organizations.

Settle Okla. Trust Suit Out of Court

OKLAHOMA CITY, Sept. 28.—An out-of-court settlement of the anti-trust suit brought against major distributors by R. T. Braucht and Robert D. Curran, former operators of the now closed Home Theatre here, has been announced.

No disclosure of the settlement terms was made but it was stated that a "substantial" payment had been made to the plaintiffs. Their action sought triple damages in excess of $2,000,000, alleging that first run product had been kept from the Home as a result of a conspiracy, forcing it to close.

Named as defendants in the action were Columbia, Loew's, Paramount, RKO Radio, 20th Century-Fox, Universal, Warner Bros., Warner Theatres, Cooper Foundation and State Theatres, Inc. The suit had been scheduled for trial in Federal District court here this week. A dismissal order has been signed by Judge Stephen Chandler.

Vice-Pres. Nixon Praises Hersholt

High praise for Jean Hersholt as the true representative of the people in the motion picture industry was voiced by Vice-President Richard M. Nixon at ceremonies dedicating the Community Hospital in Indianapolis, at which Hersholt was a guest of honor.

Declaring that fewer than five per cent of the picture industry personalities in Hollywood were anything but the finest examples of American citizenship, the Vice-President pictured Hersholt as a Hollywood personality who was more representative of the industry than most of the film people who were always in the nation's headlines.

Hersholt, who is president of the Motion Picture Relief Fund, responded briefly. The ceremonies were held last week.

London Marble Arch Pavilion to Close

LONDON, Sept. 28.—One of London's earliest and most celebrated "super" cinemas—the Marble Arch Pavilion—will shut down in six months.

The theatre was built by Israel Davis at a cost of £70,000 ($200,000) just before World War I and many of the classics of the silent era—including "Metropolis"—had their first British screenings there.

The site has been acquired by a well-known fashion house. Intention is to use it ultimately for the erection of shops facing on Oxford Street. Cost of the site and development of the property will be around £300,000.

Jack Gould Resumes As 'Times' TV Editor

Jack Gould, who resigned last July as radio and television editor of the New York "Times" to become information adviser to Columbia Broadcasting System, has returned to his former post on the newspaper.

Johnston Coming for Italian Pact Talks

Eric Johnston, president of the Motion Picture Export Association, is expected here from Washington tomorrow to participate in the meetings under way this week with Dr. Eitel Monaco, president of ANICA, on what the latter describes as implementation of the new Italian-American film agreement.

The discussions started here yesterday morning and adjourned at mid-day until this morning.

To Mark Cinerama's Third Year Advent

For the first time in Broadway film history, a "third year" sign will go up on a motion picture theatre here today as Cinerama completes two years of continuous showings on Broadway.

Samuel Rosen, executive vice-president of Stanley Warner Corp., the Cinerama exhibition company, will pull the rope hoisting the sign onto the marquee. He will be joined in the ceremony by the executive managers of all the Broadway theatres.

This is planned as the first part of a program of events climaxed by an evening performance of "This Is Cinerama" for an invited audience that will include mayors of 100 near-by cities, and a contingent of aviators from the Air Line Pilots Association.

FPC Officials Tour For 'Christmas'

TORONTO, Sept. 28.—Executive officials of Famous Players Canadian Corp. are back at their headoffice posts after touring Western Canadian key centres for a series of managers' conferences to promote the "Famous Fall Film Festival" which will culminate in the presentation of "White Christmas" in VistaVision.

The party included president J. J. Fitzgibbons, vice-president R. W. Bolstad, Ben Geldsaler, booking department manager; J. R. Nairn, director of advertising, and R. J. Eves, western division manager.

Next Meeting in St. John

The next conference is scheduled for Oct. 4-5 at Saint John, N.B., and Famous Players' officers plan to attend the annual meeting there Oct. 5-6 of the Maritime Exhibitors Association under the direction of A. J. Mason, Springhill, N.S., who is chairman of the Motion Picture Industry Council of Canada.

Arrangements have been made with Gordon Lightstone, general manager of Paramount Film Service, Toronto, for the sending of a print of "White Christmas" for a special screening at Saint John.

Technicolor, Ltd. Dividend

LONDON, Sept. 28.—Technicolor, Ltd., has declared an interim dividend of 10 per cent, less tax, on its ordinary stock here. The dividend is the same as last year's.

Banning of 3 Films Is Explained by Head Of Memphis Censors

Special to THE DAILY

MEMPHIS, Sept. 28.—Memphis censors, through their chairman, Lloyd T. Binford, today banned three pictures from Memphis screens without seeing them. Binford refused to view the films.

Dave Williams, representative of Italian Films Export, said: "Mr. Binford told me 'The Greatest Love' couldn't play Memphis because it starred Ingrid Bergman, and that 'Sensualita' and 'Girls Marked Dangerous' could not play because they had been given the 'C' (condemned) rating of the Legion of Decency."

Binford then told newspapers that all Ingrid Bergman films are banned in Memphis.

Binford said he was approached by a representative for the three films in question and that he told the agent all three films have been given "C" (condemned) classification by the Legion of Decency.

"We never pass a 'C' film," said Binford, and added, "I told the man if one of the reputable theatres agreed to use one of the films, we would preview it, but we're not previewing films for outsiders. He knows they are low type films. He knew he didn't have a chance."

Memphis Bans 'Jungle,' Allied Artists Reports

HOLLYWOOD, Sept. 28.—Memphis censors have banned "The Human Jungle" from exhibition in that city, Allied Artists executives learned today from AA branch manager Bailey Prichard, due to a dance done by Jan Sterling in the picture.

Goldfarb to Disney Post in Denver

DENVER, Sept. 28.—Marvin Goldfarb, RKO branch manager here, has resigned to become district supervisor for Disney's Buena Vista organization. He will have charge of the territories of Denver, Salt Lake City, Omaha, Des Moines and Kansas City, and will headquarter in Denver.

Moving into the RKO managership here is Lee Roy (Bill) Hobson, who has been with the company several years as a salesman.

"SHOWPLACE OF THE EAST"
FOR YOUR SCREENINGS

WIDE SCREEN

- Three Channel interlock projection
- 17½mm & 35mm tape interlock
- 16mm interlock projection

CUTTING & EDITING ROOMS AVAILABLE
MOVIELAB THEATRE SERVICE, INC.
619 W 54th St., N Y 19, N Y • JUdson 6-0367

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor. Published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building. Samuel D. Berns, Manager; William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Coast-to-Coast Video For 'Star' Premiere In Hollywood Today

HOLLYWOOD, Sept. 28.—What is believed to be the first time that a motion picture premiere has been televised from Coast to Coast is planned for tomorrow night here when "A Star Is Born" will make its bow at the RKO Hollywood Pantages Theatre. The highlights of the debut will be seen and heard on the NBC television network for 30 minutes preceding the start of the performance.

The American Network will broadcast a radio report of the premiere from Coast to Coast and the program will be beamed to American outposts around the world by the Armed Forces Radio Service.

Approximately 250 top Hollywood personalities will attend the opening of the Warner Brothers feature starring Judy Garland. Civic leaders of the area will be led by Mayor Norris Poulson of Los Angeles and the entire city council.

'Mardi Gras' Note as 'Jungle' Bows in N.O.

NEW ORLEANS, Sept. 28. — Thousands of New Orleans citizens jammed the city's famed Canal Street tonight to witness the world premiere activities of Allied Artists' "The Human Jungle," which was spearheaded by the personal appearances of stars Gary Merrill, Jan Sterling and Emile Meyer, who enact top roles in the film. Special police were detailed to the area.

More than 1,400 chiefs of police paraded into the theatre as special premiere night guests. They are in New Orleans for the International Police Chiefs conference being held at the Roosevelt Hotel. The premiere of the picture was on their official agenda.

Mayor Issues Proclamation

Television, radio and newspapers gave daily mention of the picture, and Mayor DeLesseps S. Morrison issued a proclamation for the city designating this week as Human Jungle Week as part of his overall campaign to clean up the city's remaining slum districts.

Adding to the premiere festivities was the New Orleans Police Band, which marched from the Roosevelt Hotel to the Joy Theatre on Canal Street, which had its name changed for the evening to Human Jungle Boulevard.

'Barefoot Contessa' At Capitol Tonight

Ava Gardner and Joseph L. Mankiewicz, star and writer-producer, respectively, of "The Barefoot Contessa," will be among those present at the world premiere of the United Artists film at the Capitol Theatre here tonight. It is expected that a thousand notables from the fields of government, entertainment, press, industry and the arts will attend the event, which will start at 8:30 p.m. and will be telecast over WABC-TV of the American Broadcasting Co.

Other invited guests include former Postmaster General James A. Farley, Alfred Gwynn Vanderbilt, U. S. Senator John Kennedy of Massachusetts, Gina Lollobrigida, Italian film star, and Eddie Fisher, singer.

"A Star Is Born"

(*Continued from page 1*)

Sidney Luft production has "sterling" stamped on it and gives off the rich, warm glow that only the genuine article can impart.

Show business memories do not have to be especially sharp to recall the impressive business done by the picture of this title some seventeen years ago. The new production, distinctively mounted in CinemaScope, and with stereophonic sound, far surpasses the original in entertainment content, in every visual and technical property, and, obviously, in business possibilities. It could well be among the top money makers of all time, for entertainment such as this will not soon be forgotten. It could be with us for a long, long time.

THE original story by William A. Wellman and Robert Carson has been embellished and expanded, as well as modernized, in the screen play of Dorothy Parker, Alan Campbell and Carson, on which the Moss Hart screen play is based.

Miss Garland, as the dance band singer discovered, coaxed and coached to fame by the alcoholic film star, played by Mason, who marries him and goes on to the heights of popularity as his wife, while he sinks into oblivion and ends a suicide, gives an unerring performance in a demanding and widely varied role. She is gay and winning as the song and dance star; captivating as a girl in love, and genuinely moving as the bewildered, helpless wife of the alcoholic ex-star.

Mason, for his part, is equally convincing as the man who recognized the girl's superior talent and aided and encouraged her, and who loved and married her but could not renounce drink for her. His degeneration, the tragedy of his weakness, acting to destroy a great talent and an essentially nice person, not to mention a happy marriage, is a graphically depicted transformation, real enough to silence for a long time those who occasionally protest the "glamor" which some Hollywood productions are alleged to bestow upon drinking. His characterization is one which well might popularize the water wagon as it has not been popularized since pre-prohibition times.

ANOTHER of the picture's substantial assets is its Hollywood locale. Scenes all around the town, all over a major studio lot, the Malibu home of the stars, at previews, at benefit performances, at night clubs, even an Academy Award presentation program are integral parts of the story and audiences everywhere will get that something extra in viewing them. In such material, quite obviously, there is an endless mine of exploitation ideas for enterprising showmen.

Many of the picture's most enjoyable touches derive from frank kidding of Hollywood idiosyncracies, from the publicity efforts and thinking of Jack Carson, as the studio publicity chief, to more subtle glimpses of the way of life of some Hollywood folk. In this vein and easily one of the highlights of the production, is a sequence in which Miss Garland returns to her home after work in a super-colossal production and re-enacts for Mason's enlightenment abbreviated song and dance numbers from the film in their living room.

The hallmark of quality is upon everything in this picture—and it will be apparent to all who have eyes to see. No exhibitor need be apprehensive about the running time. This film will bring people back to theatres who have not visited them for long and they will be richly rewarded in every minute of its running time. Good showmen will recognize it for what it is—something special, and so will audiences. Some equally special thought and planning should go into its presentation. It will repay all such sagacious showmen handsomely.

Running time, 182 minutes. General classification. Release date, Oct. 16.

SHERWIN KANE

"Woman's World"

(*20th Century-Fox*) *Hollywood, Sept.* 28

(CinemaScope)

"WOMAN'S WORLD" is a big-money picture any way you look at it. It's big in cast, and tremendous in commercial potential. It's sure to earn big money, just as "How to Marry a Millionaire" was, and for similar basic reasons. It leaves pleasant memories behind it as it goes.

Nine strong names compete for precedence on any exhibitor's marquee when he plays "Woman's World."

They are, alphabetically: June Allyson, Lauren Bacall, CinemaScope, Arlene Dahl, Van Heflin, Fred MacMurray, Technicolor, Clifton Webb, Cornel Wilde. The seven players handle with great dexterity seven evenly balanced roles, with nobody especially favored over anybody else. The two processes give their customary perfect accounts of themselves. Professionally and technically, the film is impeccably executed, and it played equally well to a preview audience at the Village Theatre in Westwood, which chuckled, laughed and sometimes roared its approval.

Three writers collaborated on the script for producer Charles Brackett, himself distinguished in that art, and came up with a remarkably unified result. They are Claude Binyon, Mary Loos and Richard Sale. Additional dialogue was furnished by Howard Lindsay and Russel Crouse, experts both. The story was by Mona Williams.

The time is now, the place is New York, where Webb is a multi-millionaire manufacturer of swank automobiles and has invited his three best division managers to town for a visit, bringing their wives, so he can decide among them for appointment as general manager. The camera follows each couple separately and all principals collectively as they move through parties, journeys and all types of social events, jockeying for advantage in their competition for the appointment. Sequence after sequence supplies smiles, laughs and occasional serious observations, but the outcome is ably concealed until the ending. (Laughingest sequence is one in a women's wear bargain basement; the Westwood audience screamed over this one for minutes.) Jean Negulesco directed, and his handling of this complicated assignment is superb.

Running time, 92 minutes. General classification. October release.

WILLIAM R. WEAVER

People

Graeme Fraser, vice-president in charge of sales and public relations for Crawley Films, Ltd., of Ottawa, has been elected chairman of the Community Chest Campaign in the Canadian capital.

◆

James F. McCarthy, Connecticut district manager for Stanley Warner Theatres, has entered the Peter Bent Brigham Hospital in Boston.

◆

N. A. Taylor, president of 20th Century Theatres in Ontario, and other executives have concluded a month of regional conferences with managers.

◆

Eileen Barton, who stars in "College Capers," a short subject starting Friday at the Paramount Theatre here, will autograph her newest Coral records for the first 50 patrons on line at opening time.

◆

Elaine Stewart, featured in M-G-M's "Brigadoon," will meet with the Hartford regional press at a dinner at the Statler Hotel tomorrow. Event was arranged by Loew's Poli-New England Theatres. Harry F. Shaw, division manager, will head the circuit delegation.

◆

Norman Zalkind, managing director of the Strand Theatre, Fall River, Mass., has been named to the executive board of the Durfee High School Alumni Association.

Korean Ambassador To Host Industry

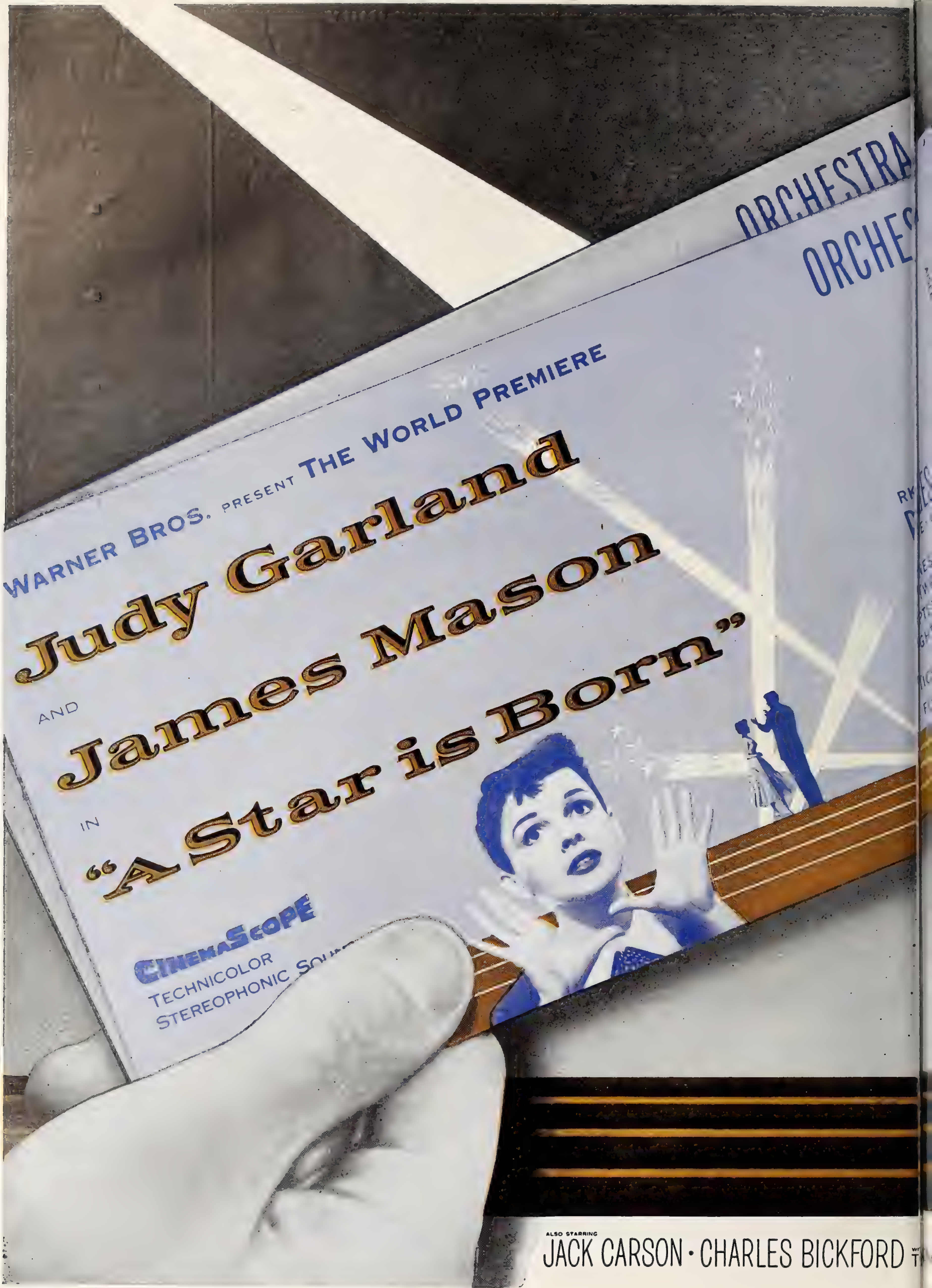
Colonel Ben C. Limb, Korean Ambassador to the United Nations, will give a luncheon on Tuesday, at the Hotel Astor here, in behalf of the American-Korean Foundation, to honor the motion picture industry for its contribution toward rehabilitation of South Korea, it was announced yesterday by Major General Charles W. Christenberry, chief executive officer of the American-Korean Foundation.

Held on the eve of a nation-wide theatre audience collection drive "to help the Koreans to help themselves," the luncheon will be an opportunity, Ambassador Limb said, for him to express the thanks of the Republic of Korea to the men and women of the American film industry.

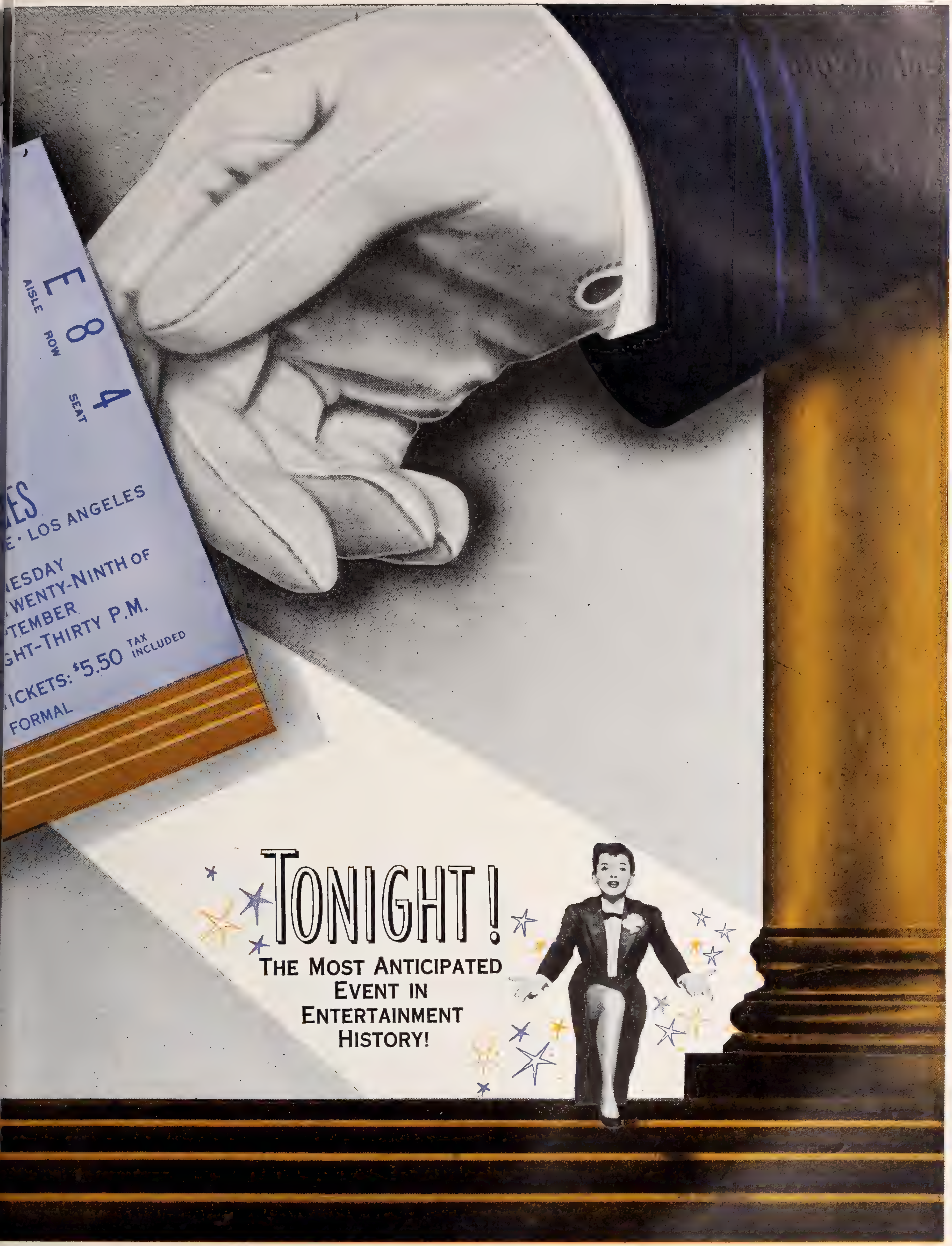
The theatre audience collection drive is sponsored by the Council of Motion Picture Organizations at the request of President Eisenhower.

Gates Coming East

HOLLYWOOD, Sept. 28. — Bernard Gates, Allied Artists Latin-America supervisor, has left for New York following conferences with Steve Broidy, president, and will confer with AA international president Norton V. Ritchey before returning to South America.


ORCHESTRA
ORCHES
WARNER BROS. PRESENT THE WORLD PREMIERE
Judy Garland
AND
James Mason
IN
"A Star is Born"
CINEMASCOPE
TECHNICOLOR
STEREOPHONIC SOU

ALSO STARRING
JACK CARSON · CHARLES BICKFORD


E 8 4
AISLE ROW SEAT
ES
E · LOS ANGELES
ESDAY
WENTY-NINTH OF
TEMBER
GHT-THIRTY P.M.
ICKETS: $5.50 TAX INCLUDED
FORMAL
TONIGHT!
THE MOST ANTICIPATED EVENT IN ENTERTAINMENT HISTORY!

ONAN · SCREEN PLAY BY MOSS HART · DIRECTED BY GEORGE CUKOR · PRODUCED BY SIDNEY LUFT · NEW SONGS BY HAROLD ARLEN AND IRA GERSHWIN · A TRANSCONA ENTERPRISES PRODUCTION · MUSICAL DIRECTION BY RAY HEINDORF · PRESENTED BY WARNER BROS.

Technicolor

(Continued from page 1)

to 40 cents a share on the new stock outstanding. This compares with $495,500, or 25 cents per share, for the same quarter of 1953.

Dr. Kalmus stated, "The favorable showing in the third quarter of 1954 indicates that Technicolor has turned the corner and has successfully adapted its improved manufacturing techniques to the new requirements including Cinerama, CinemaScope, VistaVision, and other large screen theatrical presentations.

"The research and development departments of Technicolor continue to be unusually active and still further improvements may be expected.

"Based upon current orders, the earnings for the fourth quarter of 1954 are estimated to be approximately like those of the third quarter, and the earnings after taxes for the year 1954 to be substantially in excess of $1 per share which has been the customary dividend payment since 1949."

'Christmas' Color Stills

A special line of new color stills that point up the clarity and definition of VistaVision has been prepared for the merchandising of Irving Berlin's "White Christmas," Paramount's first VistaVision production. Available to theatres through National Screen Service, the "White Christmas" color stills, featuring scenes from the Technicolor musical production, were prepared in conjunction with Paramount's plans to vitalize the merchandising of VistaVision films.

Significant Fact... MORE HIT MOVIES have been made from stories originally published in COSMOPOLITAN than is true of any other magazine...

This is significant evidence of the *pre-selling power* of COSMOPOLITAN—its long-lasting influence on the movie-going public.

★

"A STAR IS BORN" will be advertised in the Nov. issue of

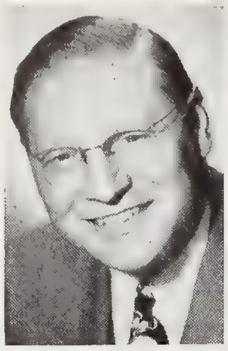
COSMOPOLITAN

where advertising is read and remembered

AB-PT Asked to Set Houses

(Continued from page 1)

specific theatres can be established successfully as "art" and foreign film showcases in areas where such theatres are not operating now.



Edward Hyman

Among the other purposes, he said, are the encouragement of new sources of product from abroad made in a tempo acceptable to mass American audiences and using American as well as foreign stars. Such a formula was suggested to successful European producers last summer by AB-PT president Leonard Goldenson in the course of a trip abroad.

In addition, films already available here which are suitable for trial purposes in testing community reaction to the program policy in theatres which never before have tried it, are sufficient to figure importantly in the problems of such theatres arising from current product shortages, Hyman pointed out.

He listed 147 features of that type from eight major and 18 independent distributors, including major company product made abroad with both American and foreign stars or players in their casts, and Hollywood product which has been successful in "art" houses. The list included current and forthcoming product and, also, less recent product which is still available and which would interest a theatre experimenting with the program policy for the first time.

Hyman noted that with an increasing number of joint production deals being made for filming abroad by Hollywood companies with both American and foreign stars, the latter are being introduced to the mass American audience under the best possible auspices and that it is just possible that, with such films as an introduction, the wholly "foreign" product in both English and foreign dialogue, might be found to be acceptable now where it has not been before.

"The reluctance of the mass-type of theatre in the U. S. to play foreign films has been a bone of contention with foreign producers for a long time and periodically our industry is the target of bitter criticism," Hyman said. He pointed out that the experimental programs he suggests might in some measure answer such criticism.

Trial Urged

Hyman urged a trial on a "minimum" scale "to avoid disappointment, at first." He suggested the theatre on a split-week policy, which is most apt to feel the current product shortage, be selected for the experiment and cited a number of other factors which should govern the choice of house in which to attempt the policy. He also itemized numerous operating ideas which have proved successful in theatres which specialize in "art" and foreign language films.

He suggested one or two nights a week for such films as a starter, with the idea of increasing the playing time in the event the policy caught on and the community accepted it.

"It will take a showing of at least six or eight art pictures and maybe more before your audience of art and foreign film fans can be expected to expand," Hyman said. "But experience has shown that this patience will result in expansion in most instances."

"How you sell the art and foreign picture is as important as what you sell," he cautioned. "You must make up your mind from your knowledge of local preferences which of these films (on the list) should be used to kick off your policy and we suggest that, in all instances, you contact the distributor and obtain his advice as well," Hyman concluded.

Lesner on Chicago Radio

CHICAGO, Sept. 28.—Sam Lesner, motion picture critic of the "Chicago Daily News," is being sponsored each Wednesday over radio station WNMP. The program, entitled "From Silent to Cinerama," is heard at 12:15 CST, and traces the history of motion pictures from the earliest days to the present.

"This Is Cinerama," the film of the sponsor, is playing at the Palace Theatre here.

Lippert Aide East

HOLLYWOOD, Sept. 28. — Edmond Baumgarten, assistant to Robert L. Lippert, president of Lippert Pictures, has left by plane for regional meetings with Lippert distributors in New York on Friday and Saturday and in Chicago on Monday and Tuesday.

Tax Valid

(Continued from page 1)

government tax. The judge said he felt on "first sight" this was a good argument, but that the prior law does not bar the imposition of an amusement tax by the city, adding that it was enacted to prevent "ticket-gouging" when the only tax was the Federal levy.

"If the two local laws are inconsistent, then the earlier law will be deemed repealed by implication," Justice Stoddart said.

Opinion on 'Breakage'

The later law, he pointed out, does direct the collection of a tax which strictly speaking appears to be in excess of the five per cent limitation imposed by statute. But, "when we consider," he continued, "the custom of business and banking, the teaching practices in schools of which judicial notice may be taken and the administration of similar laws in this and other states, it is not clear that the legislature intended to prohibit the practice of adding an additional cent wherever computation results in a fraction of one-half cent or more."

Justice Stoddart said that "after careful consideration, I believe the language of the statute does not reveal a clear intention to prohibit the above-mentioned general practice regarding fractions of a cent. "Therefore," he said, "I find the local law, No. 37 of 1954 to be legal."

The injunction is to be continued until there is an appeal heard from the order.

'Discriminatory,' Says Bress

In commenting on Judge Stoddart's decision, Thomas Bress, attorney for Loew's, said: "We will appeal from this decision as soon as possible. The amusement tax is morally and economically unsound. Any tax which arbitrarily discriminates against a particular industry, in this case the amusement industry, violates the soundest principles of taxation and economies."

In effect, the theatres are in the same position they were after Justice Nicholas M. Pette issued a temporary injunction in July against the collection of the breakage figure, except that the theatres will be in a higher appellate court and as appellants rather than respondents.

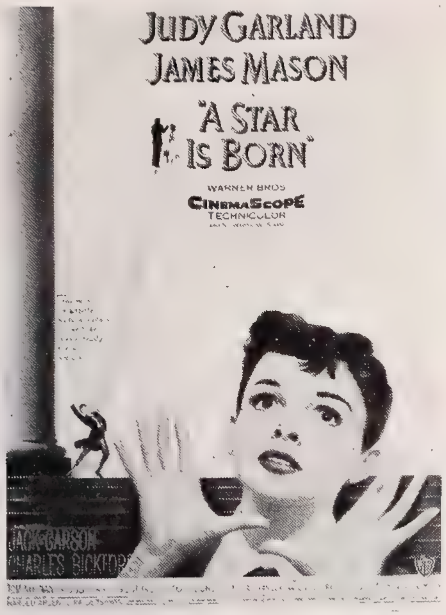
Group to Befriend Distributors Formed

Des Moines, Sept. 28.—A new association of independent exhibitors in the Iowa-Nebraska, Minnesota-Dakotas areas has been formed to promote harmony between small theatre owners and the film distribution companies and to combat the "poison pen" tactics of Allied States nationally, according to Norman Merkel, operator of the Time Theatre, Albert City, Ia., who is serving as acting secretary of the new organization.

The new organization is known as the Midwest Theatre Owners Association and is open, without payment of dues, to all small independent theatre owners and managers in the territory, Merkel said.

National Pre-Selling

SKILLFUL use of white space distinguishes "Star Is Born" Campaign



ACHIEVING a fresh, clean effect and focusing attention upon the title and star—while still capturing a feeling of the spirit of the picture—the national ads for "A Star Is Born" have excellent attention value.

The magazine advertising is scheduled to continue through the remainder of this year. In the largest national campaign in Warner Bros. history, the publications to carry this advertising are: "Life," "Look," "Collier's," "Woman's Home Companion," "Redbook," "Seventeen," "Cosmopolitan," "Parent's Magazine," "Time," "Newsweek," "Scholastic Roto" "Photoplay," "Motion Picture Magazine," "Modern Screen," "Screen Stories," "Movieland," "Movie Life," "Movie Stars Parade," "Filmland," "Screen Stars," "Hit Parade" and "Song Hits."

•

"Woman's Home Companion's" Philip Hartung, in a full page review of "Woman's World," reports the basic theme in the picture is one which almost all wives ask themselves: "Am I an asset or a handicap to my husband." Many of the 12,000,000 women readers of the "Companion" will try to answer that question.

•

"Look's" current issue has an interesting pictorial story of films whose locale is Egypt. Scenes from "Land of the Pharaohs," "The Egyptian" and "Valley of the Kings," illustrate the story.

•

"Sabrina" was selected as "Redbook's" Silver Cup Candidate for October. In a full page review, Florence Somers reports "Seeing it is a perfect solution for those who want to forget the cares and troubles of the everyday world—Miss Hepburn may well win another award for this picture."

•

"Cosmopolitan's" cover girl for October is Jane Russell. In the same issue a personality story of Miss Russell is illustrated by many photos including three full page pictures. Also in the issue Louella Parsons selects Frank Sinatra's performance in "Suddenly" as the best of the month, "Rear Window" the best production and "Naked Alibi" the best melodrama of the month.

•

"Life's" current issue has some very interesting scenes made of Marilyn Monroe while she was on location here for "Seven Year Itch."

In the same issue there is a beautifully colored full page photograph of a key scene in "The Adventures of "Hajji Baba" starring Elaine Stewart.

•

Reg Peloquin, Eastern advertising manager of "Parade," reports that his magazine shows a gain in advertising of 5.3 per cent for the first eight months of 1954. "Parade" is now distributed in 47 newspapers across the nation and has a circulation of 6,454,762.

WALTER HAAS

Savings Open

(*Continued from page 1*)

ago at the request of the Secretaries of the Army, Navy and Air Force.

Purpose of the study of the armed forces photographic activities was to effect economies, avoid duplication and to probe ways and means for private industry to perform certain operations with resultant savings to the government.

Headed by Agnew

Headed by film executive Neil Agnew, a committee of 10 experts in various branches of the motion picture and photographic industries visited more than 75 installations across the nation during the study.

Although details of the report were not made public, Washington sources said its key recommendation is for the establishment of an inter-service photographic board with a civilian head and which would have full authority over all policies, plans and programs of the Defense Department's entire photographic services.

It is also reported that the estimate of a possible $17,000,000 annual savings is based on actual computed savings on motion picture release printing by industry services and a 20 per cent reduction in the number and size of still photographic laboratories; the elimination of the motion picture activities of the Orlando, Fla., Air Force Base installation; centralization of distribution facilities of training and orientation films, and a reduction of Army, Navy and Air Force in service films and a greater use of regular commercial films which are available.

Asks Production Limitation

The report also is said to have recommended the limiting of services' film production activities to fields and stations where it cannot be supplied more economically and efficiently by established commercial film producers.

In addition to Agnew the team of experts consists of the following: Drew Eberson of John and Drew Eberson, architects; Thaddeus J. Gaski of Pathe Labs, Inc.; Orton Hicks of Loew's Inc.; Grant Leenhouts, independent film producer; Arthur Miller of Consolidated Film Industries; Taylor Mills, executive of MPAA; Gen. Lyman Munson (retired); Joseph Seidelman, president of World Film Associates, Inc.; Ellis Smith of DeLuxe Laboratories, Inc. and Donald L. Velde of Donald L. Velde Enterprises.

Showmen to Fete DCA's Boasberg

Charles Boasberg, former RKO Radio general sales manager, will be honored at a luncheon at the Hotel Astor here Oct. 21 by Eastern states exhibitors on the occasion of his new association with Distributors Corporation of America.

Co-chairmen of the committee on arrangements are Walter Reade, Jr., circuit owner and president of Theatre Owners of America; Samuel Rinzler of Randforce Circuit, and Joseph Seider of Associated Prudential Playhouses. Fred J. Schwartz of Century Circuit heads D.C.A.

Starr

(*Continued from page 1*)

the 36th annual convention of the Kansas-Missouri Theatre Association.

Starr deplored the fact that so many exhibitors appear to be unaware of the potentialities of "subscription television," which might, he said, affect drastically those small town exhibitors whose communities cannot receive from the present big system stations.

The morning program had exhibitors telling of their own experiences with various phases of operation. Ray Holmes, city manager at Lawrence, Kans., for Commonwealth Amusement gave a dramatic and illuminating portrayal of a film fan talking out loud in a theatre about the unpleasant experiences and poor service he met with.

A forum on public relations was introduced by Jack Hillyer, of United Film Service, describing means for keeping local business men and other leaders awake to the value of the theatre to them personally and to the community.

The convention will continue until noon tomorrow. Leo Hayob, president of the association, is presiding.

MGM 'Workshop' to New England Dec. 6

M-G-M has set its third "Ticket Selling Workshop" get-together, the new date being one of many that will take place in the near future as a result of the many invitations arriving at the company's home office, the company announced. Mike Simons, in charge of customer relations for M-G-M, will conduct the sessions with the assistance of home office and field executives.

The latest exhibitor organization to schedule the "Workshop" talks is the Independent Exhibitors & Drive-In Theatres Association of New England, which has set Dec. 6 at the Bradford Hotel, Boston, as the time and place. Melvin B. Safner and Herbert Brown, co-chairman of the annual convention of the exhibitor organization set Dec. 6, a day before the start of the convention itself.

Roy Kalver, president of the Allied Theatre Owners of Indiana, Inc., recently received quick action from his board on a Nov. 16 date, in Indianapolis, and the Western Pennsylvania and Northern West Virginia exhibitor group has scheduled Oct. 28 at the William Penn at Pittsburgh, as the first of the forums.

Anglo-US Pact

(*Continued from page 1*)

Eady Plan, with a limitation of $2,250,000, for the coming year. Under the Eady Plan the admission price to British theatres was raised, with the additional money going into a reserve fund to aid producers and distributors of pictures in Great Britain. As producers and distributors of films in that country, American companies were entitled to share in the reserve money. Industry firms have waived these rights during the past two years, because of Britain's financial position.

The British team, along with representatives of the MPEA and the Independent Film Producers Export Corporation, reached agreement after two days of amiable negotiations.

'Bonus' Provision Clarified

American companies may take out the $17,000,000 in the coming year unconditionally. The "Bonus" figure—which has run in the past from $4,000,000 to $5,000,000 a year—is based on the provision that industry companies may take out of Britain in dollars roughly one-third of the blocked sterling which they spend on producing pictures in Britain or on purchasing the rights to distribute British films outside the country.

The new agreement also incorporated the section of the former agreement which listed 28 different methods American companies can use to spend their blocked sterling within the United Kingdom. These include such things as hiring British stars, buying the rights to British plays and scripts, using British personnel and making sound recordings in the United Kingdom.

Mrs. James in British Group

Representing the United Kingdom were Sir Frank Lee, permanent under-secretary of the Board of Trade; Mrs. P. B. M. James, principal in the film branch of the Board of Trade; M. H. M. Reid, private secretary to Sir Frank; R. L. Sharp, counselor in the British Embassy.

The industry team was headed by Eric Johnston, MPEA president, and Ellis Arnall, IFPE president. Along with them were James Mulvey, chairman of the distribution committee of the Society of Independent Motion Picture Producers; Fayette W. Allport, MPEA European manager; and George Weltner, chairman of the foreign managers committee of MPEA.

Name Five to New Posts With Eastman

ROCHESTER Sept. 28.—Five appointments at Kodak Park Works of Eastman Kodak Co., were announced today by Ivar N. Hultman, Kodak vice-president and general manager of the plant.

Louis K. Eilers, who was administrative assistant to the general manager, becomes an assistant general manager of Kodak Park Works. He succeeds Gerould T. Lane, who has retired.

Austin J. Gould, formerly assistant manager of the film manufacturing organization, is named administrative assistant to the general manager of Kodak Park. Richard M. Wilson becomes assistant manager of film manufacturing. Lester C. Faulkenberry is named superintendent of film emulsion coating division. Carleton R. Sanford becomes assistant superintendent of film emulsion coating division.

"SABRINA" IS HOT! AND
HOTTEST COMPANY-WI
SMASH RIGHT ON TOP O
"LIVING IT UP"! WHAT A
"SABRINA" IS! ALL-TIME
BROADWAY'S CRITERION
TIMES RAVE OF "MOST
ROMANCE SINCE 'IT HA
SENSATIONAL BUSINES
BOSTON, BUFFALO, CHICA
DENVER, LOS ANGELES!

ARAMOUNT IS TODAY'S
THIS TREMENDOUS
'REAR WINDOW" AND
OXOFFICE DISH
ECORD WEEK FOR
OLLOWS NEW YORK
ELIGHTFUL COMEDY
ENED ONE NIGHT'!"
COAST TO COAST
, MINNEAPOLIS, ST. PAUL,
N'T WAIT! GET "**SABRINA**"!

MOTION PICTURE DAILY'S BOOKING CHART

ALLIED ARTISTS	COLUMBIA	LIPPERT	M-G-M	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L	WARNERS
JUNGLE GENTS Bowery Boys C—63 min. (5420) (Release 9/5/54) **TWO GUNS AND A BADGE** Wayne Morris W—69 min. (5427) (Rev. 9/10/54) (Release 9/12/54) **KETCHIKAN** Mark Stevens Joan Vohs Martha Hyer D— (Release 10/10/54) **TARGET EARTH** Richard Denning Virginia Grey D— (Release 10/17/54) **TONIGHT'S THE NIGHT** (Color) Barry Fitzgerald Yvonne DeCarlo David Niven C—90 min. (Release 10/24/54)	(Sept. Releases) **A BULLET IS WAITING** (Color) Jean Simmons Rory Calhoun Stephen McNally WD—82 min. (Rev. 8/20/54) **HUMAN DESIRE** Glenn Ford Gloria Grahame Broderick Crawford D—90 min. (Rev. 8/6/54) **THE BLACK DAKOTAS** (Color) Gary Merrill Wanda Hendrix John Bromfield W—65 min. (Rev. 9/13/54) (Oct. Releases) **ON THE WATERFRONT** Marlon Brando Eva Marie Saint Karl Malden Lee J. Cobb D—108 min. (Rev. 7/9/54) **THREE HOURS TO KILL** (Color) Dana Andrews Donna Reed Dianne Foster D—77 min. (Rev. 9/10/54) (Re-Release) **MISS GRANT TAKES RICHMOND** Lucille Ball William Holden Janis Carter James Gleason C—87 min. (Rev. 9/22/49)	**TERROR SHIP** William Lundigan D—65 min.—(5330) (Release 9/3/54) **SILENT RAIDERS** Richard Bartlett Earle Lyon Jeanette Bordeaux D—72 min.—(5400) (Release 9/17/54) **THE UNHOLY FOUR** Paulette Goddard D—(5401) (Release 9/24/54) **LIFE WITH THE LYONS** Bebe Daniels Ben Lyon D— (Release 10/1/54) **DEADLY GAME** Lloyd Bridges Simone Silva D—(5402) (Release 10/8/54) **THE SIEGE** Special Cast D—(5323) (Release 10/29/54)	**BETRAYED** (Color) Clark Gable Lana Turner Victor Mature D—108 min. (Rev. 7/19/54) (Release 9/3/54) Ps or Os **ROGUE COP** Robert Taylor Janet Leigh George Raft D—92 min. (Rev. 9/1/54) (Release 10/8/54) **BEAU BRUMMEL** (Color) Stewart Granger Elizabeth Taylor D—107 min. (Release 10/22/54) (Re-issue) **A WOMAN'S FACE** Joan Crawford Melvin Douglas D—105 (Rev. 5/6/41) (Release 10/15/54) (Re-issue) **DR. JEKYLL AND MR. HYDE** Lana Turner Ingrid Bergman Spencer Tracy D-127 (Rev. 7/22/41) (Release 10/15/54)	(August Releases) **LIVING IT UP** (Color) Dean Martin Jerry Lewis Janet Leigh Edward Arnold C—95 min. (Rev. 4/29/54) **ABOUT MRS. LESLIE** Shirley Booth Robert Ryan Marjie Millar Alex Nicol D—104 min. (Rev. 4/30/54) (Sept. Releases) **REAR WINDOW** (Color) James Stewart Grace Kelly Wendell Corey Thelma Ritter Raymond Burr D—112 min. (Rev. 7/13/54) **SABRINA** Audrey Hepburn William Holden Humphrey Bogart C—113 min. (Rev. 8/2/54)	**MAKE HASTE TO LIVE** Dorothy McGuire Stephen McNally Mary Murphy D—90 min. (Rev. 4/1/54) (Release 8/1/54) **JOHNNY GUITAR** (Color) Joan Crawford Sterling Hayden Mercedes McCambridge Scott Brady D—110 min. (Rev. 5/5/54) (Release 8/23/54) **THE OUTCAST** John Derek Joan Evans D— (Release 8/23/54) **ROOGIES BUMP** Robert Marriot Ruth Warrick B'klyn Dodgers C—71 min.—(5310) (Rev. 9/16/54) (Release 8/25/54) **TOBOR THE GREAT** Charles Drake Karin Booth SF—77 min.—(5309) (Release 9/1/54) **THE SHANGHAI STORY** Ruth Roman Edmond O'Brien D—90 min.—(5311) (Release 9/1/54)	(Re-Release) **SHE WORE A YELLOW RIBBON** John Wayne John Agar Joanne Dru OD—103 min. (Rev. 7/27/49) (Release 9/4/54) Robert C. Ruark's **AFRICA ADVENTURE** Documentary 64 min. (Release 9/18/54) **PASSION** (Color) Cornel Wilde Yvonne De Carlo D—84 min. (Release 10/6/54) SA—Os **THIS IS MY LOVE** Linda Darnell Rick Jason Dan Duryea Faith Domergue D—91 min. (Release 10/27/54)	(Sept. Release) Darryl F. Zanuck's **THE EGYPTIAN** (Color) Jean Simmons Gene Tierney Edmund Purdom Victor Mature Bella Darvi D—140 min. (Rev. 8/25/54) CS—Ss, Ms, or Os (Oct. Releases) **A WOMAN'S WORLD** (Color) Clifton Webb June Allyson Fred MacMurray Cornel Wilde Lauren Bacall Van Heflin Arlene Dahl C— 91 min. CS—Ss, Ms or Os **CARMEN JONES** (Color) Harry Belafonte Pearl Bailey Dorothy Dandridge MD— CS—Ss, Ms or Os **THE ADVENTURES OF HAJJI BABA** (Color) Elaine Stewart John Derek D— CS—Ss, Ms or Os	(Sept. Releases) **SUDDENLY** Frank Sinatra Sterling Hayden Nancy Gates D—77 min. (Rev. 9/7/54) **KHYBER PATROL** (Color) Richard Egan Dawn Addams Patric Knowles OD—71 min. (Rev. 8/19/54) **GOLDEN MISTRESS** (Color) John Agar Rosemarie Bowe D— **JESSE JAMES' WOMEN** (Color) Peggie Castle Jack Beutel W—83 min. (Rev. 9/10/54) (Oct. Releases) **THE BAREFOOT CONTESSA** (Color) Humphrey Bogart Ava Gardner Edmund O'Brien D—128 min. **SITTING BULL** (Color) Dale Robertson Mary Murphy J. Carrol Naish WD—105 min. (Rev. 9/8/54) CS. Ss, Os **THE LITTLE KIDNAPPERS** Jon Whitely Vincent Winter Duncan MacCrea D—93 min. (Rev. 8/18/54) **OPERATION MANHUNT** Harry Townes Jacques Aubuchon D—77 min.	(Sept. Releases) **BLACK SHIELD OF FALWORTH** (Color) Tony Curtis Janet Leigh David Farrar D—100 min. (Rev. 8/3/54) CS—2D—Ss, Ps **DAWN AT SOCORRO** (Color) Piper Laurie Rory Calhoun David Brian W—80½ min. (Rev. 7/16/54) (Oct. Releases) **NAKED ALIBI** Sterling Hayden Gloria Grahame D—86 min. (Rev. 8/26/54) **WEST OF ZANZIBAR** (Color) Anthony Steel Sheila Sim D—	**DRAGNET** (Color) Jack Webb Ben Alexander Ann Robinson D—91 min. (Rev. 8/20/54) (Release 9/4/54) **THE BOUNTY HUNTER** (Color) Randolph Scott Dolores Dorn W—79 min. (Rev. 8/26/54) (Release 9/25/54) **A STAR IS BORN** (Color) Judy Garland James Mason Jack Carson MD—182 min. (Release 10/16/54) CS—Ss

Keys: SYSTEM: CS—CinemaScope; VV—VistaVision; SA—SuperScope (anamorphic print); 3D—two prints; 3D(1)—single strip.

SOUND: Ss—Four track magnetic stereophonic sound; Ss(2)—Separate stereophonic sound print; Ps—Perspecta optical directional sound; Ms—single track magnetic sound; Os—standard optical sound.

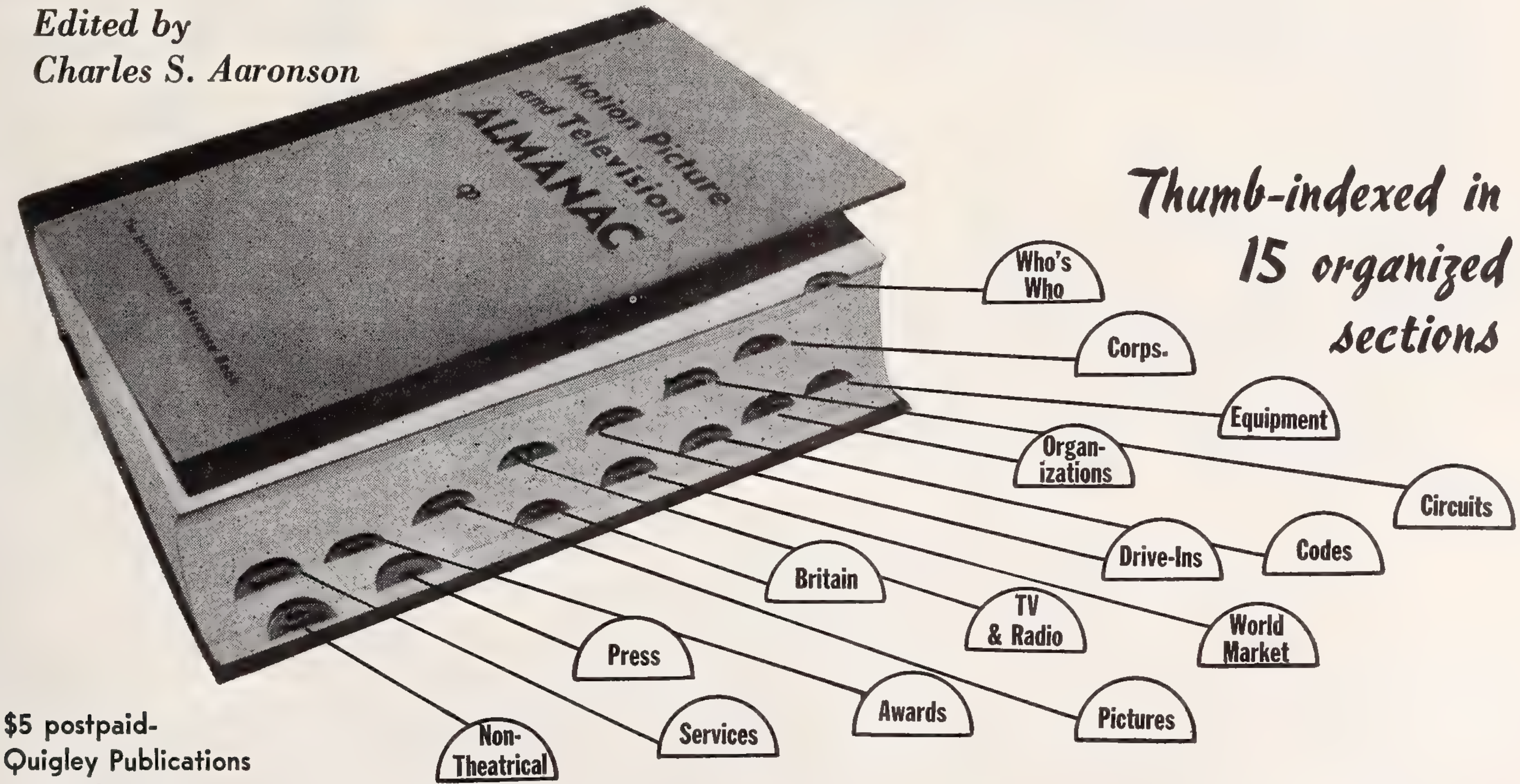
Letters denote the following: (D) Drama; (M) Musical; (C) Comedy; (O) Outdoor action; Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.

Ready . . . Now going into the mails, to a record number of advance subscribers, the latest annual edition of the only book with the answers to "Who's Who" and "What's What"—the 1955 Motion Picture and Television ALMANAC.

This is the "must have" book for more people in the motion picture and television industries than any other reference volume—the one they *use* most often—the one they keep always handy because so much of the useful information it contains cannot be found in *any* other reference volume.

Very soon, its thousands of subscribers throughout the United States and Canada and in over eighty foreign countries will have the 1955 Motion Picture and Television ALMANAC in their hands—and the up-to-date facts literally at their fingertips. *If you haven't yet ordered your copy, make sure of it by ordering now.*

Edited by
Charles S. Aaronson

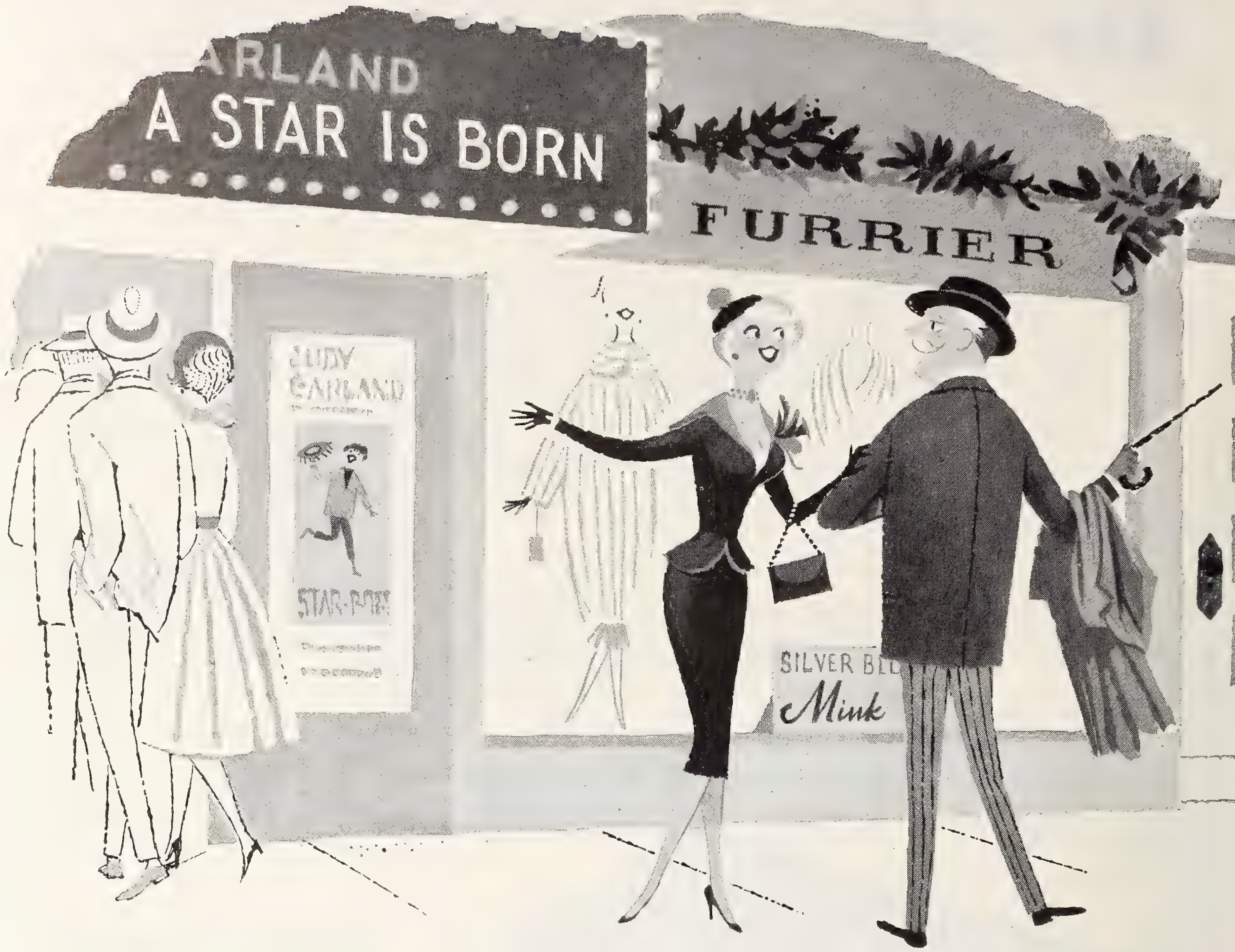

Motion Picture and Television ALMANAC
Who's Who
Corps.
Equipment
Organ-izations
Circuits
Drive-Ins
Codes
Britain
TV & Radio
World Market
Press
Awards
Pictures
Services
Non-Theatrical

Thumb-indexed in 15 organized sections

$5 postpaid-
Quigley Publications
1270 6th Avenue
New York 20, N. Y.

The 1955
Motion Picture
and Television
ALMANAC

QP A QUIGLEY PUBLICATION



"Oh, honey, let's skip the shopping and go to the COMPANION-approved movie!"

The pulling power of COMPANION-approved movies is mighty! Millions of readers know that praise on the COMPANION's editorial pages means good entertainment in the theater.

Alert movie house managers are guided, too, by the COMPANION's opinion of movies. They know that "COMPANION-approved" means money in the box-office till.

Spurred by the enthusiasm COMPANION-approval evokes from theater men, Hollywood picture people keep right on doing what they've found successful for the past 7 years. That is, they spend more advertising money in the COMPANION than in any other monthly magazine.*

*Except, of course, the fan magazines.

Currently advertised in the COMPANION

A Star is Born	**Warner Bros.**
Beau Brummel	**MGM**
Brigadoon	**MGM**

Woman's Home COMPANION

THE CROWELL-COLLIER PUBLISHING COMPANY, 640 FIFTH AVE., NEW YORK 19, N.Y. — PUBLISHERS OF WOMAN'S HOME COMPANION, COLLIER'S, THE AMERICAN MAGAZINE

All The News That Is News

MOTION PICTURE DAILY

Concise And To The Point

VOL. 76. NO. 64 NEW YORK, U. S. A., THURSDAY, SEPTEMBER 30, 1954 TEN CENTS

As of Aug. 1

U.S. Theatres Total 18,351 In Compo Poll

Sindlinger Handled Job; Coincides With Almanac

Motion Picture theatres operating in the United States, both four-wall and drive-ins, as of Aug. 1, totaled 18,351, according to a tabulation made public here yesetrday by Robert Coyne, special counsel of the Council of Motion Picture Organizations.

The tabulation coincides almost exactly with figures released last week by the Motion Picture and Television Almanac.

The tabulation was made by Sind-

(*Continued on page* 10)

Ed Harris Heads Kans.-Mo. Theatres

Special to THE DAILY

KANSAS CITY, Sept. 29. — Ed Harris, exhibitor of Neosho, Mo., was elected president of the Kansas-Missouri Theatre Association at the 36th annual convention at the Hotel President here.

Other officers elected were B. Doering, Garnett, Kans., vice-president;

(*Continued on page* 11)

ALLIED COMPLETES ITS DRAFT OF BILL FOR GOV'T REGULATION

WASHINGTON, Sept. 29. — A draft of a bill to regulate interstate commerce in films has been completed for presentation to Allied's national convention which will be held in Milwaukee Oct. 12 to 14, according to Abram F. Myers, general counsel. Drafting of the bill was directed by Allied's board of directors at the White Sulphur Springs meeting in August.

"Reconciling price regulation of so varied a product as films with constitutional requirments posed the most difficult problem I have ever tackled," Myers said. "However I believe this has certainly been solved so far as the integrated producer-distributors are concerned and probably as the others.

"Copies will be distributed at the first session so that the assembled exhibitors will have ample time to study the bill before taking action upon it.

"The convention committee reports that a large crowd of exhibitors from all sections of the country will be on hand to discuss the measure and decide whether to make an all-out effort to secure its passage in the next Congress.

"It is amazing that the film companies by their confiscatory pricing policies have driven exhibitors to the contemplation of this drastic step. But our appeals for a modification of those policies have for the most part fallen on deaf ears and the trade papers' admonitions that the distributors take action to avert the impending crisis have been ignored."

Cooper Association With Cinerama Is Terminated

Termination of Merian C. Cooper's employment agreement with Cinerama Productions was announced jointly yesterday by Lowell Thomas, president, and Cooper. It was pointed out that since Cinerama transferred its production functions to Stanley Warner, the services of a production executive were not required.

Cooper will now devote his full time to his duties as president of Argosy Pictures Corp.

Ben Marcus Says Exhibitors Demand 'Drastic Action'

MILWAUKEE, Sept. 29.—Since the publishing of Allied's "declaration of emergency," letters have been streaming into Allied's convention headquarters from independent exhibitors all over the nation urging and demanding that drastic action be taken at the forthcoming national convention of Allied and that the agenda for the convention business consider the strongest action possible in backing up the stand of Allied's national board, president Ben Marcus stated.

Some of these letters endorse the stand taken by Harry C. Arthur on

(*Continued on page* 11)

Bids Sought

RKO Theatres May Liquidate West of Miss.

Schwartz Sifting Offers Of Prospective Buyers

Special to THE DAILY

DES MOINES, Sept. 29. — The first phase of a possible eventual liquidation of all RKO Theatres operations west of the Mississippi reportedly is in an advanced stage with Sol Schwartz, president, conferring currently with prospective purchasers.

Schwartz, on a swing of the Western operations, will receive and discuss bids for the properties, about 17 in number in seven Western states, from interested parties.

Proposals regarded as deserving of consideration will be taken to Albert

(*Continued on page* 10)

Record Income for 20th-Fox in Quarter

Estimated third quarter earnings of 20th Century-Fox for the third quarter, ended Sept. 25, will be "close ot $1 a share" on the 2,644,486 shares outstanding, Spyros P. Skouras, president, told company stockholders in a message accompanying dividend checks at the new regular quarterly rate of 40 cents per share.

Earnings for the first half of 1954

(*Continued on page* 10)

Supreme Court Faced With Docket of Film Actions

By J. A. OTTEN

WASHINGTON, Sept. 29.—The Supreme Court returns from its long summer vacation next week to find—as usual—a docket crowded with film cases.

The cases raise such important issues as whether films can be licensed to television without their stars' consent; clearances growing out of a conspiracy must be held illegal, even if reasonable; treble damage awards collected by exhibitors are taxable; National Screen Service's alleged violation of the anti-trust laws; and whether Indiana can tax film exchanges in other states on rentals received from exhibitors within Indiana.

The justices will hold their first meeting of the new term on Oct. 4. But this session is only a formality; the judges transact no business, merely saying hello to each other and then quit for the week. The court really gets down to business the following Monday, October 11. Then, at noon,

(*Continued on page* 11)

"Carmen Jones"

(CinemaScope)

(*20th Century-Fox: Preminger*) *Hollywood, Sept.* 29

THIS one wins its "E" for entertainment, with all mood elements tossed into a realistic all-Negro musical treat. If some music directors of opera companies would take a tip from this Preminger-Hammerstein treatment there would be little cause for hat-in-hand donations to keep the music of Bizet, Verdi and Puccini alive.

"Long-hair" music can find a mass appeal, with the resultant big box office payoff, in the "cross-cut" version of Bizet's "Carmen." "Carmen Jones" may be a satirical treatment of the original opera but it stacks up as an unique piece of film artistry to stand on its own distinctive values. Fortified with the kind of music that will never leave the operatic hit parade, the ear-tickling parodic lyrics of Oscar Hammerstein

(*Continued on page* 11)

Cinerama Enters Its 3rd Year

SEE PAGE 4

Personal Mention

Si Fabian and Harry Kalmine, of Stanley Warner Theatres, are in London from New York for the Cinerama European premiere there tonight.

•

Art Arthur, executive assistant in charge of public relations on Cecil B. DeMille's "The Ten Commandments," returned to Hollywood yesterday from New York.

•

Robert L. Lippert, president of Lippert Pictures, is scheduled to arrive here tomorrow from London via B.O.A.C. Royal Scot.

•

Jack Wrather, producer, and his wife, Bonita Granville, left England for New York yesterday aboard the "Queen Elizabeth."

•

Jack H. Levin, president of Certified Reports, has left here for a tour of four Midwest cities.

•

Richard Barstow, musical director, has returned to Hollywood from New York.

•

Constance Carpenter, actress, is scheduled to arrive here tomorrow from London via B.O.A.C. Monarch.

•

Anna Magnani will arrive here today on the "Andrea Doria" en-route to Key West, Fla.

•

Bob Hope, now in New York, will leave here tonight for Cleveland.

4 Industry Leaders To 'Night of Stars'

Barney Balaban, Jack Cohn, Spyros Skouras and Albert Warner have accepted memberships as honorary chairmen of the advisory council for the 21st annual "Night of Stars," United Jewish Appeal benefit show, which will take place at Madison Square Garden on Nov. 22.

This year's edition of "Night of Stars" will commemorate the tercentenary of Jewish settlement in America and Theodore Herzl, founder of the world Zionist movement that brought about the establishment of the State of Israel.

As in the past 21 editions of "Night of Stars," this year's show will present stars from the stage, screen and television in a tribute to the United Jewish Appeal's rehabilitation work in Europe, Israel and the United States.

Award for 'Susan'

HOLLYWOOD, Sept. 29. — The Southern California Motion Picture Council announced that its "Two Star Award" was presented to RKO's "Susan Slept Here." Produced for RKO by Harriet Parsons, the film was commended for its "production and entertainment values plus its social and ethical qualities." Miss Parsons accepted the council's award at a luncheon here yesterday.

To Discuss Possible TOA Unit in Minn. Area on Oct. 29

Special to THE DAILY

MINNEAPOLIS, Sept. 29.—Walter Reade, Jr., president of Theatre Owners of America, and Herman Levy, general counsel, will address a luncheon meeting of upper Midwest exhibitors in Minneapolis on Oct. 29, E. R. (Eddie) Ruben of Welworth Theatres announced here today.

Ruben said that the meeting has been called to discuss exhibitor problems and to explore the possibilities of organizing a TOA unit in the area. He denied that it was being set up in opposition to North Central Allied headed by Benjamin N. Berger.

"If the exhibitors feel that there is a need for such a group, it will probably be formed," Ruben said, "but we are not out to wreck any existing exhibitor group."

Ruben said that invitations would be sent to all exhibitors in the territory and that the meeting would be open. Associated with Ruben in organizing the luncheon is Harold Field of Pioneer Theatres.

Managerial Changes In RKO Theatres

Two promotions and several transfers in RKO Theatres personnel were announced by William Howard, vice-president.

Howard Walstead has been promoted to manager of the RKO Pan in Minneapolis and James Heuser, who managed the Pan, has been transferred to the RK Orpheum, Dubuque, replacing Raymond Langfitt, who becomes manager of the RKO Iowa, Cedar Rapids. Andrew H. Talbot, former manager of the Iowa has retired.

In the New York Metropolitan area Jerome Leige, former assistant at the RKO Albee, Brooklyn, has been promoted to manager of the Marble Hill. Ralph Le Marquand, assistant at the RKO Castle Hill, replaces Leige at the RKO Albee, and Frank Moccio, assistant at RKO Proctor's, Mount Vernon, transfers as assistant to RKO Keith's in White Plains.

Oboler, Schulberg on New Production Idea

Arch Oboler, whose "Bwana Devil" lanched the most recent tri-demensional production and exhibition flurry, is currently working with Budd Schulberg on a new feature film project, Oboler's publicist, Ivan Black, revealed here. The picture will be produced in Europe but other details have not been set yet.

William Jackie, 64

SAN FRANCISCO, Sept. 29.—William Jackie, one-time silent screen star and more recently a motion picture and television talent agency operator, died at Fort Miley Hospital after a brief illness. He was 64. Until his death, he and his wife operated the Ruth Dwyer Agency at the Fairmont Hotel, San Francisco. The agency will continue to function under direction of Mrs. Jackie.

Italian Award to Three of Industry

The Italian government will present an official award today to George Weltner, president of Paramount International; E. R. Zorgniotti of IFE and Jean Goldwurm of Times Film, Inc. Dr. Eitel Monaco will make the presentation on behalf of the Italian government. The award is known as "Ufficiale dell Ordine al Merito della Repubblica Italiana."

Set Attorneys' Fees In Shea Estate Case

Bronx County Surrogate McGrath has set attorneys' fees at $125,000 in the litigation involving legatees and executors of the Estate of Maurice A. Shea, former head of Shea Enterprises.

The attorneys, Arthur F. Driscoll, representing Edward C. Raftery, and Thomas K. O'Brien, representing E. C. Grainger, the trustees, jointly asked for counsel fees of $320,000. The Surrogate reduced this to $125,000. Previously, Grainger had been allowed $30,000 as fiduciary commissions, and Raftery $22,500, in addition to a previous payment of $7,500. Referee Flynn was made an allowance of $25,000, and $18,295 went for disbursements and costs, making total allowances of $220,795.

Subject to an appeal, the allowances end the proceedings in the Surrogate's Court. Grainger still has pending elsewhere an arbitration claim alleging breach of contract and improper bonus computation, and there is pending in N. Y. Supreme Court a motion by Grainger to compel the Shea company to proceed with the arbitration.

Fabian to London For Cinerama Bow

S. H. Fabian, president of Stanley Warner Corp., yesterday planed by Pan American to participate in the premiere opening of "This Is Cinerama" at the Casino Theatre, London, today. This is the first showing of "This Is Cinerama" to be conducted in Europe.

Arthur Rosen, assistant to Nat Lapkin, vice president in charge of production, who is the special representative of his father, Sam Rosen, executive vice president of Stanley Warner Corp. at the premiere, and his son, Abe Fabian, executive of Fabian Enterprises, accompanied Fabian.

'Sabrina' Breaks Criterion Record

Paramount's "Sabrina" with a huge $65,700 first-week gross has broken by a considerable margin the all-time house record at the New York Criterion Theatre, the company announced.

The initial week's gross includes the new record for a single day's business at the theatre, $14,287, taken in last Saturday.

Undecided on Civil And Criminal Issues In Schine Trial

Special to THE DAILY

BUFFALO, Sept. 29. — United States Attorney John O. Henderson says it has not been decided whether or not to try both the civil and criminal actions in the Schine anti-trust case, trial of which has been set for Nov. 22 by Judge John Knight in local Federal Court.

The Justice department's anti-trust division brought the charges on March 10. It accused the Schine theatre interests of violating a court order handed down by Judge Knight against the Schine chain in 1949.

The order directed the defendants to dispose of 39 theatres in three years and to refrain from alleged monopolistic practices in exhibition. The Government contends the Schine corporations and their subsidiaries still are conspiring to deprive competitors of first run films in violation of the 1949 order.

Among the defendants are Buffalo Common Council Elmer F. Lux, J. Myer Schine, president of Schine Theatres, Inc., and his brother, Louis W. Schine. Lux is charged only with criminal contempt. Lux is associated with Elmart Theatres, which the Government declares to be a Schine-controlled corporation.

'Star' Bows on Coast At Pantages Theatre

HOLLYWOOD, Sept. 29.—With the lobby ceremonies at the Pantages Theatre here televised from Coast to Coast by NBC, Warner Brothers' "A Star Is Born" opened here tonight in an atmosphere of festivity which chroniclers of Hollywood history agree was one of the most impressive in the history of the industry. The event also received a Coast-to-Coast radio broadcast over ABC.

High spot of the foyer activities was the arrival of Miss Garland herself and her introduction by George Jessel. Other celebrities were presented at the microphone by a team of mcees—Jack Carson, who served as special guest m.c. and introduced Jessel, George Fisher and Larry Finley, assisted by actresses Ann Robinson, Dorothy Malone and Sara Shane.

St. Francis Opens at 6:30 A.M.; Breakfasts Free at 'Star' Debut

SAN FRANCISCO, Sept. 29.—The St. Francis Theatre here will open its doors at 6:30 A.M. on Friday, with the first showing of "A Star Is Born" to start at 7 A.M., running through until 5 A.M. on Saturday. As an extra service to the early birds, the house will provide breakfasts to the first 500 patrons to arrive, with a buffet set up in the lobby.

New Col. Title

Columbia has announced that it will release as "The Bamboo Prison" the Bryan Foy production which was filmed under the title, "I Was a Prisoner in Korea." Robert Francis, Dianne Foster and Brian Keith are starred and Lewis Seiler directed the film.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher: Sherwin Kane, Editor. Published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; Al Steen, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building. Samuel D. Berns, Manager; William R. Weaver, Editor, Hollywood 7-2145; Chicago Bureau, 120 South LaSalle Street, Urben Farley, Advertising Representative, FI 6-3074. Washington, J. A. Otten, National Press Club, Washington, D. C. London Bureau, 4 Golden Sq., London W. 1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; Motion Picture and Television Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

CARE Is Aided as 'Contessa' Premieres

WITH television beaming the Kleig-lighted festivities to millions of viewers, Joseph L. Mankiewicz's "The Barefoot Contessa" was accorded an impressive world premiere at the Capitol Theatre last night. The gala bow of the United Artists release, starring Ava Gardner and Humphrey Bogart, benefited CARE, international relief organization, and drew 4,800 persons; Miss Gardner and Mankiewicz attended as guests of honor.

Arriving at the premiere of the Figaro, Inc., production above are, left to right, first photo: Samuel Rosen, executive vice-president of Stanley Warner Corp., and Mrs. Rosen. Second photo: Miss Gardner, Art Ford, M.C., and Maggi McNellis, TV star. Third photo: Mr. and Mrs. Joseph L. Mankiewicz.

Dr. Rusk to Speak At Korean Luncheon At the Astor Oct. 5

Dr. Howard A. Rusk, president of the American-Korean Foundation, will be one of the principal speakers at a luncheon to be given by Col. Ben C. Limb, Korean Ambassador to the United Nations, on Oct. 5, in the Hotel Astor here to honor the motion picture industry, it was announced by Major General Charles W. Christenberry, chief executive officer of the Foundation.

Dr. Rusk is en route from The Hague where he attended the 6th World Congress of the International Society for the Welfare of Cripples, and consulted with the government of Luxemburg on the development of rehabilitation services there. He is the director of the Institute of Physical Medicine and Rehabilitation at New York University, Bellevue Medical Center.

Held on the eve of the theatre audience collection drive, the luncheon given by Ambassador Limb will afford an opportunity to pay due praise and tribute to the motion picture theatre industry which has on previous occasions, and presently, served as one of the mainstays in support of the American-Korean Foundation's program to rehabilitate Korea, Christenberry said.

The theatre audience collection drive is sponsored by the Council of Motion Picture Organizations at the request of President Eisenhower.

ANTA to Aid Govt. in Promoting Art Tours

WASHINGTON, Sept. 29.—The Department of State today announced that it has engaged the services of ANTA (American National Theatre and Academy) to act as its agent in encouraging and facilitating tours abroad by American individuals and groups in musical theatrical and other fields.

The project is part of the department's international educational exchange service.

DCA May Release Next 2 Features by Jos. Kaufman

Fred Schwartz' Distributors Corp. of America may release the next two pictures to be produced by Joseph Kaufman who recently completed "Long John Silver" in Australia for DCA, the producer said here yesterday. Kaufman said he was "delighted" with his association with DCA because such a company "gives independent producers the special handling that their product deserves, especially if it is a 'big' picture."

Sees 'Control of Expenditures'

A releasing firm such as DCA allows the producer control of expenditures at the "point of sale," something which he found lacking with some of the larger companies with which he has been associated.

On his future production agenda are "Come Away, Pearler," to be made near the Great Barrier Reef in the Coral Sea, and "Singapore," with filming planned for Singapore and Sydney.

His agreement with DCA on coming pictures is verbal, he said, but indicated hope of continued association. Both sales chief Charles Boasberg and Schwartz were "greatly impressed" with shots from "Long John Silver" which he screened, he asserted. He also added, in describing the technical difficulties and achievements in filming, and the terrain, that his feeling that Australia was the place to produce is paying off.

Has Leasehold in Sydney

Kaufman has a lease on Pagewood Studio, at Sydney, for the next two and one-half years, and found it ideal because of the ability to use English speaking performers — he employed some 300 — and the access to such places as the National Forest and the Genolan Caves, huge caverns. He replaced old equipment with the most modern, at a cost of about $250,000.

Producing there has a corollary in good-will, he noted. "We made friends," he said, "in the only country where they are genuinely friendly to begin with." Apropos of this, he predicted great success for the film in Australia, where, he said, business is "sensational"; and he said 20th-Fox will open the picture in Hoyts theatres in December in Sydney and later in Melbourne, and then in five or six other cities.

It should gross at least $5,000,000 worldwide, he predicted. He also confirmed that director Byron Haskin, actor Robert Newton, and writer Marty Raskin, will share in the profits.

Kaufman also is thinking of producing again in Hollywood, and is considering several situations, he said.

He had a good word for CinemaScope's new lenses, and also for the stereophonic sound in which the picture is recorded.

DCA will open Mr. Kaufman's picture in New York during the Christmas season, a spokesman said yesterday.

AA to Start Three Films in October

HOLLYWOOD, Sept. 29.—Three films will go into production for Allied Artists during October, according to Walter Mirisch, executive producer.

The first to roll will be "High Society," a Bowery Boys comedy starring Leo Gorcey and Huntz Hall, on Oct. 15, followed by the William F. Broidy production of "Sweet Charity," to be launched on Oct. 25 with Richard Conte starring.

Lindsley Parsons late in the month will put "Tonight Is Forever" before the cameras. He now is negotiating for a top star.

'Hamlet' to Baronet

Laurence Olivier's production of "Hamlet" will begin an exclusive limited New York engagement at the Baronet Theatre on Friday. Performances will be continuous.

Canada Film Imports Up $327,000 in '54, Government Reports

OTTAWA, Sept. 29.—The Canadian Government reports that imports of films increased to $4,269,000 in first half of 1954 in contrast to $3,942,000 in same period of 1953, showing a definite upward trend in values in recent months.

Film imports advanced to $805,000 in June compared with $721,000 in May, $563,000 in April and $617,000 in June last year.

Widow Asks Share of 'Contessa' Profits

The widow of a New York lawyer who allegedly was instrumental in obtaining the services of Ava Gardner for "The Barefoot Contessa" has filed suit in New York Supreme Court, asking one-third of the producers' profits in the picture. The plaintiff is Ann Gill, widow of Howard T. Gill who died last year.

Mrs. Gill claims that producers Robert Hagging and Angelo Rizzoli asked her husband to help to obtain an internationally known star to appear in the picture. It is charged that Guido Orlando and George D. Randisch agreed to pool their efforts with Gill to obtain Miss Gardner. However, it is charged, Gill was not paid for his efforts. Orlando and Randisch are the main party defendants, having allegedly refused to join Mrs. Gill in bringing action.

Named as defendants, in addition to Orlando and Randisch, are Miss Gardner, Hagging, Rizzoli and United Artists.

Double Car Capacity

HARTFORD, Sept. 29.—The Manchester Drive-In Theatre, Bolton Notch, Conn., will double its 500-car capacity this Winter, according to partners Bernard Menschell and John Calvocoressci.

The $100,000 project was opened early in the summer of 1953.

With triumphant engagements in 13 American cities . . . with another beginning in London . . . and a gross to date of $17,000,000–

Cinerama Begins Its 3rd Year

Noting on the second anniversary of its first public performance, the remarkable career of the film production and projection process which demonstrated to the industry the advantages of a greatly expanded picture and stimulated the technical effort resulting in wide-screen.

Fred Waller (above), inventor of Cinerama's process; and (right) Hazard Reeves, who developed its stereophonic sound system.

S. I. Fabian (above, at left), head of Stanley-Warner Theatres, which has sole exhibition rights to Cinerama productions, in consultation with Lowell Thomas, radio commentator and explorer, who is vice-chairman of Cinerama Productions Corp.

IT ALL started September 30, 1952. With the opening of Cinerama on Broadway, the motion picture industry found itself faced with a technological revolution, a new process that was to enjoy prosperity wherever it went. Here, on its second birthday, is the chronological story of the film and the technique that triggered it all—This is Cinerama:

1937: The idea is born. Fred Waller, while devising displays for the New York World's Fair, makes his first test using eleven combined 16mm cameras.

1938: Vitarama Corporation is formed to hold the basic Cinerama patents.

1941: Development is halted by the start of the war. Cinerama principles are applied to the Waller Gunnery Trainer.

1946: Cinerama demonstration apparatus construction starts in an indoor tennis court at Oyster Bay, Long Island.

1948: The first test films are shown.

August 1951: (Michael) Todd—(Lowell) Thomas Productions is formed to produce and exhibit the first Cinerama feature film.

August 1952: Cinerama Productions, Inc., replaces T-T, and calls in Merian C. Cooper to co-produce "This is Cinerama" with Lowell Thomas.

September 30, 1952: Cinerama is shown publicly for the first time before an invited audience at the Broadway Theatre in New York. The completed film is seen for the first time. Reserved seat roadshow engagements are planned for other cities.

November 27, 1952: 3-D hits Broadway. Capitalizing on audience demand for a new film "dimension," the 3-D feature picture "Bwana Devil" is rushed to completion.

March 23, 1953: The second completion.

March 23, 1953: The second Cinerama theatre opens in Detroit. (Over a million people, to date, have attended the showings.)

April 29, 1953: The third Cinerama theatre opens in Hollywood. Almost a $2,500,000 gross has been recorded at this theatre.

May 5, 1953: "This is Cinerama" moves to the larger Warner theatre on Broadway after 36 weeks.

July 29, 1953: Chicago becomes the fourth city to show Cinerama.

September 16, 1953: The first CinemaScope production, 20th Century-Fox's "The Robe," has its world premiere at the Roxy theatre in New York.

September 30, 1953: First birthday celebration for Cinerama. In New York alone, 1,080,000 people had paid $2,097,378 to see "This is Cinerama."

October 30, 1953: Louis de-Rochemont is signed to produce the second Cinerama film, entitled "Cinerama Holiday." Location units start filming in New Hampshire and Switzerland.

November 5, 1953: Cinerama opens in Washington, D. C.

December 8, 1953: Cinerama opens in Pittsburgh.

December 25, 1953: Cinerama opens in San Francisco.

December 31, 1953: Cinerama opens in Boston.

January 1, 1954: By this date 3,500,000 people had paid $6,500,000 to see Cinerama in nine cities.

February 10, 1954: St. Louis becomes the tenth Cinerama city.

April 16, 1954: "Lewis and Clark" is announced as the first Cinerama film to be made in conjunction with a Hollywood studio—Warner Bros.

April 19, 1954: Cinerama opens in Minneapolis.

The Beginning . . .

"Whatever its ultimate place in the industry's scheme," commented BETTER THEATRES editorially following the first public showing, "Cinerama has made, at least for the moment, a tremendous impact upon the public. And that very impact suggests that the business take notice of the dimensions and optical range, the visual domination and use of peripheral vision which achieve that impact."

That the business did is history—still in the making.

April 29, 1954: "This is Cinerama" becomes the first production in motion picture history to maintain a continuous position among the ten highest grossers in first-run release for an entire year.

May 18, 1954: Fred Waller, inventor of Cinerama, dies after an illness of several months.

June 21, 1954: Cincinnati becomes the twelfth Cinerama city.

July 1, 1954: Cinerama opens in Dallas.

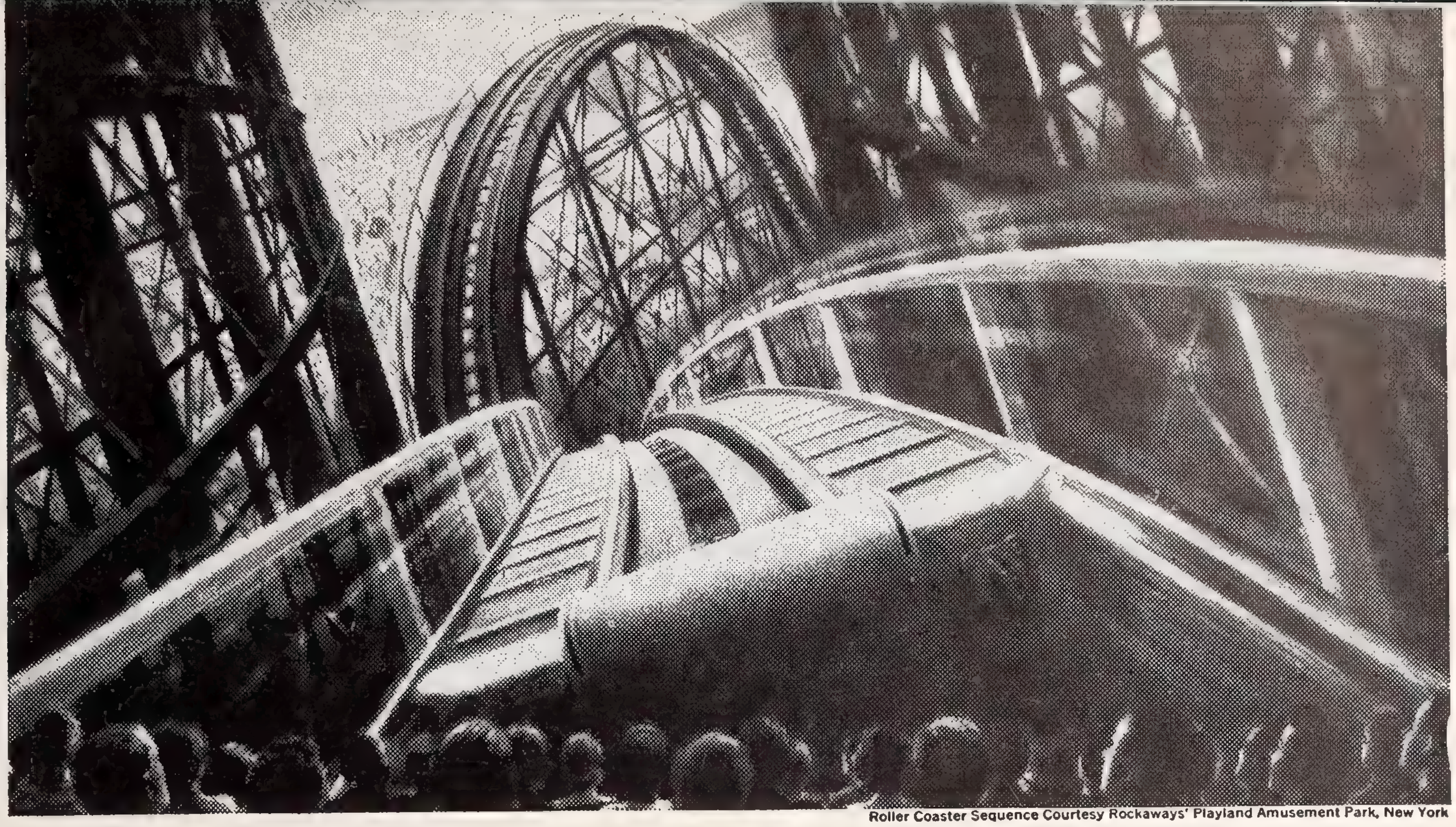
August 20, 1954: "This is Cinerama" takes fourth place among the all-time top-grossing motion pictures ever produced.

September 2, 1954: The International Trade Fair in Damascus, Syria, opens with Cinerama as the official exhibit of the United States. In its first showing abroad, Cinerama is called "unfair

(*Continued on page* 8)

Merian Cooper, who was a co-producer of "This Is Cinerama."

Paul Mantz, stunt pilot, with Robert L. Bendick, co-producer of "This Is Cinerama," examining camera in production plane.



Roller Coaster Sequence Courtesy Rockaways' Playland Amusement Park, New York

3rd Year on Broadway!

The most fabulous story telling medium in the history of entertainment!

THIS IS CINERAMA

All other productions come and go, but THIS IS CINERAMA—one production—outlives a whole studio program: continuing month after month in the great cities of the nation!

Only CINERAMA'S three-eyed projection, seven-voiced sound and wrap-around screen can put YOU in the picture!

★

And the astounding figure of over 9 million viewers in only 13 CINERAMA theatres acclaims CINERAMA as the only really new wonder of the entertainment world!

★

Completed: Louis de Rochemont's

"CINERAMA HOLIDAY"

In Production: Lowell Thomas'

"SEVEN WONDERS OF THE WORLD"

In Preparation: Warner Bros. Studios

"LEWIS AND CLARK EXPEDITION"

As of Today, this is CINERAMA'S record:

New York, Warner Theatre	**105 weeks**	Minneapolis, Century	**23 weeks**
Boston, Boston Theatre	**39 weeks**	San Francisco, Orpheum	**50 weeks**
Chicago, Eitel's Palace	**61 weeks**	St. Louis, Mo., Ambassador	**33 weeks**
Detroit, Music Hall	**79 weeks**	Washington, D. C., Warner	**41 weeks**
Hollywood, Warner Theatre	**78 weeks**	Dallas, Melba Theatre	**13 weeks**
Philadelphia, Boyd	**51 weeks**	Cincinnati, Capitol	**14 weeks**
Pittsburgh, Warner	**42 weeks**	**...and every run continues unbroken!**	

Never has there been motion picture entertainment with this kind of impact! And now CINERAMA has its first overseas showing—opening September 30, 1954 at the CASINO THEATRE, in LONDON, ENGLAND!

STANLEY WARNER CINERAMA CORPORATION; DIVISION: STANLEY WARNER CORPORATION

SUPER SNAPLITE
LENSES

EXCLUSIVELY FOR

CINERAMA

K C ®

KOLLMORGEN Optical CORPORATION
Plant: Northampton, Massachusetts
New York Office: 30 CHURCH ST., NEW YORK 7, N. Y.

TERSON*

salutes

CINERAMA

on its

Third Anniversary

The TERSON screen is also celebrating its 3rd Anniversary and can be expected to celebrate many, many more.

For screens that satisfy, specify

TERSON*

VINYL RESIN COATED FABRICS
ATHOL MFG. COMPANY
ATHOL, MASS • NEW YORK • CHICAGO

"Cinerama Holiday" Ready for Showing

Second production is radically different from first in its presentation of narrative material and improvements in technique.

The second production filmed in the Cinerama process, "Cinerama Holiday," which was produced for the Stanley-Warner Cinerama Corporation by Louis de Rochemont, is reported to be different from the first production in two important respects—the introduction of a story line and improvements and modifications in the filming technique.

Where "This Is Cinerama" was primarily a travelogue, the second film tells the story of two young couples on their honeymoons—one American and the other Swiss—and records their reactions to various adventures that befall them. As the first production was a picture about places, Cinerama Holiday is said to be about people.

LOUIS de ROCHEMONT

Following an extensive talent search to find four young people who had never ventured across the ocean nor performed professionally as actors to play the principals, Mr. de Rochemont selected John and Betty Marsh of Kansas City, Mo., and Fred and Beatrice Troller of Zurich.

The film first follows the adventures of the American couple in Paris. Among the sights which they see, as recorded by the Cinerama cameras, are the wonders of the Louvre, the spectacle of "Les Indes Gallantes" at the Paris Opera, and the floor show at the Lido. In addition they take part in an artists' life class, visit a famous sculptress at her Montmarte atelier, and join in the revelry of an artists' ball. Finally they watch a children's puppet show, attend a majestic high mass at Notre Dame and are guests of Jacques Fath at a private showing of the couturier's latest collection.

From France the Marshes go to Switzerland where they (and the camera) experience the thrills of a carnival of ice, of ski-jumping, and of making the lightning-fast descent on a bob-sled run.

Meanwhile the young Swiss couple tours America—visiting an Apache reservation in Arizona, the gaming-rooms of Las Vegas, the cable-cars and nightclubs of San Francisco, the jazz halls and churches of New Orleans.

At the end the two couples meet in New York where they—and the audience—share the most exciting experience of all: a flight in a Navy jet from the deck of an aircraft carrier.

In the two years since Cinerama was first introduced, the technique is said to have undergone several modifications and improvements, including faster lenses, which permit greater flexibility in making interior sequences, and perfections in the sound system to extend still further the range and fidelity of the audial effects. In addition there is said to be even closer synchronization of the three separate films that together provide Cinerama's single giant image on the screen.

Lenard in Ralph Post as MPIC Head

HOLLYWOOD, Sept. 29.—Kay Lenard, vice-president of the Motion Picture Industry Council, has been named president of the organization to fill out the unexpired term of Ed Ralph, who resigned the top post due to business necessity.

Miss Lenard, who would have followed Ralph in office under MPIC procedure, will serve out her own term as vice-president in addition to her new duties.

To Close Drive-in

ALBANY, Sept. 29.—The Dakin Theatre in New Berlin, Chenango County, will close on Dec. 6. Woolsey Ackerman operates it.

"New Techniques" Explains Cinerama

The development of Cinerama, and its unique triple-strip process, are fully described in "New Screen Techniques," edited by Martin Quigley, Jr. Seven chapters of the book are devoted to Cinerama, written by the persons who developed it. The volume is available from the Quigley Publishing Company, 1270 Sixth Avenue, New York 20, at the price of $4.50, postpaid.

Congratulations
and best wishes
Cinerama!

It's mighty pleasing to have

NATIONAL
EXCELITE
PROJECTION ARC LAMPS

selected for the majority of Cinerama installations

Distributed by

NATIONAL
THEATRE SUPPLY
Division of National • Simplex • Bludworth, Inc.

"THERE'S A BRANCH NEAR YOU"

A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION

JACK SHAINDLIN

Musical Direction

Louis de Rochemont's

"Cinerama Holiday"

Our hats' off to another pioneer—**CINERAMA**

for its unique screen presentation system that thrilled the industry at its first opening two years ago, and continues to thrill millions throughout the world today.

NEUMADE PRODUCTS CORPORATION

Pioneer and Manufacturer of complete motion picture booth accessory equipment

330 WEST 42nd STREET, NEW YORK 36, N. Y.

We have been servicing the theatre industry for more than 35 years. As specialists in curtains, drapes and stage equipment field, our service has also been selected by the

CINERAMA

organization to supervise the first stage equipment installation of *"This Is Cinerama"* which opened on Broadway, New York, N. Y., two years ago.

NOVELTY SCENIC STUDIOS, INC.

426-432 EAST 91st STREET
NEW YORK 28, NEW YORK

IN THE THEATRE

Equipment World

with RAY GALLO

ALTHOUGH it took more than a dozen years to bring Cinerama to the screen in a public exhibition, there probably have been few innovations in motion picture entertainment which had less promise of revolutionary effect upon the film industry as a whole. On the evening of September 30, 1952, Fred Waller, who had basically developed this method of producing and projecting a panoramic picture, heard a packed auditorium in the Broadway Theatre, New York, applaud Cinerama as a new and wonderful experience, and if the industry had not previously indicated definite interest in a panoramic picture, it began to do so soon after that first performance of Cinerama.

Continuing to be acclaimed by audiences in New York, Cinerama showed the way that motion pictures could take to bring about a more aggressive and entertaining performance. During the two years since, the success of Cinerama in a dozen additional cities has been paralleled by the development of other methods, adaptable to theatres generally, to give the motion picture a similar effect. The techniques now known as wide-screen may be said to have been sparked by the dramatic success of Cinerama on and since the evening of September 30, 1952.

•

Quite a number of persons and organizations played a part in the development of Cinerama and installation of Cinerama. One such organization is the Century Projector Corporation, which collaborated, under the direction of Larry Davee, with the Cinerama organization in the design of the special projectors. The unique curved screen required a special fabric, which was supplied by the Athol Manufacturing Company of Athol, Mass. The special screen curtain control system, and stage rigging necessary to give the screen a proper setting, have been variously supplied by the R. S. Grosh Company of Los Angeles, J. R. Clancy, Inc., Syracuse, N. Y. and Vallen, Inc., Akron, Ohio. The New York installation was made by Novelty Scenic Studios, Inc.

From the beginning, light for simultaneous projection of the three films employed in the Cinerama process, in all but a few installations has been produced by arc lamps manufactured by the Strong Electric Corporation of Toledo. The projection lenses used for Cinerama are Kollmorgan.

•

The triple-head cameras with which Cinerama productions are filmed, are equipped with Eastman Kodak lenses, and film stock regularly used is Eastman, while color is Technicolor.

In all of the installations, including the latest one at the Casino Theatre in London, where Cinerama opened today, such accessories as rewinding tables, splicers and film cabinets have been supplied by Neumade Products of New York, while the oversized magazines which Cinerama required before 3D called for magazines of similar footage capacity, were initially fabricated by the Wenzel Projector Company of Chicago. One of the pioneers in the development of magnetic sound on motion picture film, Reeves Sound Studios, developed the sound recording and reproduction equipment used by Cinerama, while the screen speaker systems are Altec-Lansing.

•

With Cinerama now a Stanley-Warner operation, the first production, "This is Cinerama," continues to attract large audiences in 13 cities in the United States, and is the production with which Cinerama today made its bow in London. Thus Cinerama begins its third year with the identical program material which thrilled its first audience. Certainly that is a record of success seldom matched in theatrical history.

•

And unique in the history of an entertainment medium is its use as a U. S. Government exhibit at an international exposition, as "This Is Cinerama" was employed to represent America at the recent Damascus Fair in Syria. The free Cinerama performances were so popular there that Russia complained that they were "unfair competition." Hazard Reeves, president of Cinerama, Inc., has received a letter from Walter Bedell Smith, Acting Secretary of State, thanking him for this exhibition and congratulating him on its success.

Cinerama Begins Its Third Year

(*Continued from page* 4)

competition" by the Communists.

September 6, 1954: Lowell Thomas is signed to produce the third Cinerama film, "Seven Wonders of the World."

September 30, 1954: "This is Cinerama" is shown overseas commercially for the first time, at the Casino theatre in London, as Cinerama begins its third year. More than 9,000,000 people have paid almost $17,000,000 to see "This is Cinerama" in thirteen cities. In New York, 2,100,000 people paid $4,000,000 to see "This is Cinerama" in two years.

As the proud parents of Cinerama we are thrilled to see our baby enter its third year of phenomenal success . . . growing greater and greater every month . . . thriving on the acclaim of over nine million viewers to date!

THIS IS CINERAMA

. . . and this is the new era of the greatest in motion picture entertainment.

Cinerama Inc.

Happy Birthday to the Screen Wonder CINERAMA

We are also happy that engineering "Know-How" produced the kind of projection system that makes

CINERAMA

the most exciting screen attraction of the age.

What's new at Century *for* **THEATRE OWNERS?**

THE NEW CINERAMA PROJECTORS

CENTURY scores again . . . for CENTURY PROJECTORS are the choice when performance demands the best.

CENTURY projection is the choice for CINERAMA—the new "3rd dimensional" motion picture.

Steadier pictures—Cooler apertures—Less film distortion—Better projection.

For theatres or drive-ins; large or small, use CENTURY PROJECTION & SOUND for your own and customer satisfaction.

See your CENTURY dealer or write:

CENTURY PROJECTOR CORPORATION

729 Seventh Ave., New York, N.Y.

Theatre Total

(Continued from page 1)

linger & Co., business analysts retained by COMPO for the compilation of statistics for COMPO's successful fight on the Federal admission tax. Coyne explained that the figure is the result of a constant check on theatre operations over the last two years. Although the 18,351 total is an estimate, the report points out that the Sindlinger estimate of theatre operations at the end of 1953 showed a difference of only 240 theatres or 1.3 per cent from the total reported later for that time by the U. S. Census.

Coincidence Cited

The report noted the extraordinary coincidence that the total of 18,351 for Aug. 1 is the same as the number listed in a theatre directory published in March, 1948, by the Motion Picture Association of America. Sindlinger emphasized, however, that while the totals are the same, the August figure comprises 14,301 four-wall theatres and 4,050 drive-ins, whereas the 1948 total listed all operations as four-wall theatres.

The report makes clear that recent publication of 23,000 theatres as the current total took no account of 6,280 theatres closed between 1946 and March 1, 1954. The report states that to the 19,019 theatres active at the end of 1946, there were added, between that date and March 1, 1954, 807 conventional theatres and 3,918 drive-ins, for a total of 23,744. In the same period, however, the 6,280 verified closings brought the overall total of the country's theatres to an all-time low of 17,464 active theatres on March 1 last.

With reduction of the admission tax on April 1, the report shows that there has been an estimated gain of 887 theatre operations since last March 1, bringing the Aug. 1 total up to 18,351.

Explaining its figures, the Sindlinger report says that when the analyst organization was engaged by COMPO in December, 1952, there were no trustworthy statistics on the film industry. COMPO accordingly, the report says, made arrangements with various distributing companies to provide Sindlinger with confidential lists of their records on open and closed theatres. COMPO also turned over to Sindlinger a compilation of 3,214 closed theatres made by National Screen Service. These, used with the MPAA theatre directory compiled in 1948 and with statistics obtained from other sources formed the foundation of the Sindlinger count.

Audit Is Continuing

This count continued over the next two years and is still going on. The report says that since 1952, through COMPO, Universal-International, as well as other distributing companies have provided weekly lists of theatre changes. Verification of changes has been made by means of sending first-class mail to theatres reported closed.

As to accuracy, the Sindlinger report says:

"With theatres changing names, going from part-time to full-time operations, or vice versa, or opening or closing for short periods of time, it is obviously impossible for a theatre census to be completely accurate for any duration of time. Actually, theatres sometimes change their status immediately after being verified as being open or closed.

"Experience has shown, however, that on a national basis, a theatre census at any given time is within a few per cent of accuracy.

"For example, at the end of 1953, Sindlinger & Co. reported 17,965 as the total number of operating or active theatres, including both four-wall and drive-in operations. The U.S. Census total figure for 1953 was 18,205, including both four-wall and drive-in operations—a difference of 240, or 1.3 per cent."

Speed
Quality
Results
You Get All 3
WHEN GOOD-OLE-DEPENDABLE
FILMACK
MAKES YOUR
SPECIAL TRAILERS
1327 So. Wabash Chicago Ill.
630 Ninth Ave. New York

Television--Radio

with Pinky Herman

IN this pillar of May 25 last, we itemed the following: quote—Frank Farrell, columnist on the N. Y. World-Telegram and emcee of the new "Luncheon at the Park Sheraton" a daily (1:00 P.M.) program of WABChit-chat with celebrities, is the possessor of an easy-going manner aided by beaucoup savvy on world and local news which make this a breezy, informal and easy-to-listen-to show—unquote. Other critics weren't as enthusiastic in their reviews so the fact that Frank Farrell's Sheraton doings are now network as of last Monday, makes this scribbler look pretty good and Frank pretty happy. . . . 'Bunked' (as they say in Brooklyn) into Fred Allen yesterday, leisurely (Fred, that is) strolling along Sixth Ave. towards Radio City to break bread with Uncle Jim Harkins. Never saw the Squire of 'Allen's Alley' look so healthy and happy and you can look for this great comic to guestar more and more frequently on TV starting with the "Omnibus" CBShow Oct. 17.

☆ ☆ ☆

There's a lot of good music, good listenin' and downright sensible spieling aired every evening from 6:25-6:45 and 7:00-7:30 via WNBC by a lad named Jim Coy. . . . Robert S. Samuels, gen. mgr. of Attracciones Inter Americanas, S.A., is currently in N. Y. setting up deals to interchange artists' bookings in the United States and Canada and also to sell a telefilm package starring Andy Russell which was made in Mexico. . . . The Frawley Co. of Culver City, Cal., will share sponsorship with the Toni Company of Art Linkletter's "People Are Funny," audience-participation series featured every Sunday (7:00 P.M.) over NBC-TV. . . . Tieing the record with five consecutive wins singing-accordionist Buddy Marlowe will try for his sixth "Chance of a Lifetime" win next Sunday over DuMont. Show, produced by Bob Jennings, sponsored by Lentheric & Old Gold, is emceed by Dennis James.

Jim Coy

☆ ☆ ☆

Harry Wismer, who introduced the baseball players named by Look magazine last Sunday night TVia the "NBColgate Comedy Hour, to the 1954 *All-American team," rates a network show of his own where he might interview international celebrities of the sports, theatrical and political fields. Through the years Harry has emceed numerous spectacular shows and has announced more sports events of all types than any other of his contemporaries. . . . Donn Tibbetts, prexy of the American Society of Disk Jockeys and one of the most popular in New England, has joined the staff of WMUR-TV, Manchester, N. H., and his video stint starts next month in addition to his many radio programs. . . . David O. Selznick's two-hour, four-network TV show, "Light's Diamond Jubilee," climaxing the 75th anniversary of Thomas Alva Edison's invention of the electric light, which will be beamed across the nation over a 310 station hook-up Oct. 24, will star Helen Hayes, Joseph Cotten, Walter Brennan, Thomas Mitchell, Brandon deWilde, Kim Novak, brilliant young actress of "Pushover" and "Pfftt," and Guy Madison in a show scripted by Ben Hecht.*

Harry Wismer

RKO Theatres

(Continued from page 1)

List, RKO Theatres board chairman in New York, for further study and possible eventual submission to the company's board of directors for action.

Whether or not acceptable proposals are received for the Western theatres, company officials have indicated that all offers will be weighed by management for the information they could provide on the current liquidation value of the properties. It was clearly inferred that any preponderance of substantially acceptable offers could speed up the liquidating process, whereas any considerable number of proposals deemed by management to be way out of line with their ideas of the true values of the properties concerned, could have exactly the opposite effect.

The properties west of the Mississippi include the local Orpheum and houses in Cedar Rapids, Davenport, Dubuque, Marshalltown, Sioux City and Waterloo, Ia.; the Hillstreet and Pantages, Los Angeles; Golden Gate, San Francisco; Brandeis, Omaha; Missouri, Kansas City, and the Minneapolis, St. Paul and New Orleans houses.

Disposition of all of the properties would reduce RKO Theatres to about 70 theatres, half of which are in New York City and suburbs, the remainder in Ohio, New Jersey, Massachusetts, Illinois, Michigan, Rhode Island and District of Columbia. Prior to divorcement the circuit numbered well over 100.

Efforts to reach RKO Theatres officials yesterday for comment were unsuccessful but it was recalled that Albert List, board chairman, is on record as having told a press conference following his advent in the company that unprofitable operations would be trimmed and in line with this some houses would be offered for sale. Several theatres in the New York metropolitan area since have been disposed of.

It is known in the trade that RKO Theatres on Nov. 1 will move to new office quarters on a single floor in the Mutual Life Building at 55th Street and Broadway. For the past 23 years it has occupied a minimum of three floors in the RKO Building in Rockefeller Center.

Record Income

(Continued from page 1)

of $3,096,545 were reported by the company earlier. Third quarter earnings will not be definitely known until November, Skouras reminded. Income for the third quarter, however, set a new record for the company's film rentals both domestically and abroad, Skouras said.

"The outlook for the fourth quarter of 1954 is equally optimistic and we approach 1955 with continued confidence," he told the stockholders.

McFadden and Eddy Form Publicity Firm

HOLLYWOOD, Sept. 29.—Frank McFadden, former publicity director of Panoramic Productions, and James Eddy, former director of public relations for the J. Walter Thompson Co., are now associated in their own public relations organizations.

High Court

(*Continued from page* 1)

the justices start announcing on which of the many appeals filed over the summer they will hear argument. Following this they start hearing argument on cases accepted for review last spring.

Chief Justice Warren and his eight associates have already said they would review a lower court decision in one case which very indirectly affects the film industry. That's the Justice Department's anti-trust suit against the Shubert Brothers, alleging an attempt to monopolize the legitimate theatre business in major U.S. cities.

Rejected by N. Y. Court

The suit was thrown out by a New York district court on the grounds that under the Supreme Court's decision in the baseball anti-trust case, entertainment industries are not subject to the anti-trust laws. The Justice Department, in appealing the decision, said it did not think the baseball case affected the legitimate theatre and other entertainment industries, and emphasized that the courts have sustained almost exactly parallel charges against motion picture theatre owners.

The other film cases are all newly appealed to the Court. The justices must say—probably sometime this month—whether or not they will review the lower court decisions or whether they will let the lower court decisions stand. If the justices agree to review the cases, argument will be held later in the year, with a final decision unlikely before sometime next year.

Probably the most widely publicized of the other film cases are the two cases in which Roy Rogers and Gene Autry are asking the high court to restrict the right of Republic Pictures to license their old films to television. The Ninth Circuit Court of Appeals gave Republic the right to license these films pretty much as it saw fit, and the Supreme Court's disposition of the Rogers-Autry appeals could have broad ramifications for the entire film industry, since many other similar situations are known to exist.

Philadelphia Case Pending

Another pending appeal is from F. E. Harrison, owner of the Bryn Mawr Theatre in suburban Philadelphia. He's appealing a Third Circuit Court of Appeals decision throwing out his anti-trust suit against the eight major distributors, Warner Brothers Circuit Management Corp. and Stanley Co. of America. Harrison argues that the lower court erred in not permitting his attorneys to give greater weight to the government's Paramount case consent decrees and also in not holding that clearances growing out of a conspiracy must be held illegal, even if reasonable.

Still another anti-trust suit involves the National Screen Service Corp. Charles Lawlor and Mitchell Pantzer, partners charged National Screen Poster Exchange, have appealed a Third Circuit court decision throwing out their suit against National Screen and the eight major distributors. The partners charged National Screen with a monopoly in the poster and trailer field, and declared the major distributors aided National Screen to maintain this conspiracy. The lower courts held the suit was barred because a similar, earlier suit had been dismissed after the parties worked out a settlement.

The tax status of damages awarded in anti-trust suits is being tested in another case. William Goldman Theatres won an anti-trust suit and was awarded $125,000 damages, trebled to $375,000. It paid federal income tax on the first $125,000, representing lost profits, but refused to pay on the remaining $250,000. The Internal Revenue Service took the matter to court, but the Tax Court and the Third Circuit Court ruled for Goldman. Now Internal Revenue is appealing to the Supreme Court.

The Indiana income tax case involves immediately Warner Brothers, but is undoubtedly a test case for all distributors. The state attempted to levy its gross income tax on rentals received by Warner's Chicago exchange from Indiana exhibitors. Warner pays tax on rentals received by its Indianapolis exchange from exhibitors in southern Indiana, but refused to pay on rentals received by its Chicago exchange from exhibitors in northern Indiana. The Indiana Supreme Court upheld Warners, declaring that the films were in interstate commerce and therefore not subject to Indiana's tax. The state thereupon appealed to the U. S. Supreme Court.

"Carmen Jones"

(*Continued from page* 1)

could induce the disk jockeys and the juke boxes to swing the inevitable new recordings into a musical puff on that certain cigarette-sponsored TV program. Georges Bizet can certainly bow to Herschel Burke Gilbert, the musical director, for pruning the musical field of voices that would possess quality, yet match the character of the performer with a perfect marriage of dubbing and synchronization.

Otto Preminger's production is executed in extremely good taste, and his direction is flavored with intimate touches that will cause many an eyebrow to curl into a question mark. His CinemaScoping of Hammerstein's Broadway success is much more articulate and fluid than the legitimate offering, and will certainly have teen-agers lying about their birthdays to fool smart managers who post "for adults only" signs in the box office.

The lighting and camera work of Sam Leavitt channeled a perfect blend for the color by DeLuxe to balance the various moods of the musical.

Selection of Dorothy Dandridge to give credence to the role of Carmen was an expert choice. Possessing all the qualifications we could expect of a fiery, sensuous Carmen, Miss Dandridge has a rare beauty and depth of character that should inspire a search for other film material to suit her. Harry Belafonte, a handsome, physical attraction for the part of Joe (Don Jose in the opera) is likewise a fine, seasoned actor and a definite candidate for fan clubs. Pearl Bailey, known to the theatre and night club crowd, handles the comedy relief and a "Rhythm on the Drum" number with natural aplomb. The voices of La Vern Hutcherson, Marilyn Horne and Marvin Hayes, used to match those of the two stars and the prize fighter of the film, are commendable for their contribution.

In contrast with the opera, Carmen is a worker in a parachute factory, instead of a cigarette factory, and Joe is a corporal in the Army. A boxing match supplants the bullfight arena of the original script. There Belafonte makes his final plea to the superstitious Carmen to remain with him. When she refuses, the tragic ending follows.

Running time 107 minutes. Adult classification.

SAMUEL D. BERNS

"This Is My Love"

(RKO Radio)

A DOMESTIC story of love, hate, jealousy and murder, "This Is My Love" is an engrossing picture aimed primarily for adult audiences. In some respects it resembles a daytime radio drama. Linda Darnell, Dan Duryea, Rick Jason and Faith Domergue are the stars.

Miss Darnell is seen as the older, frustrated sister of pretty Miss Domergue, who is married to Duryea, a one-time promising professional dancer who now, as the result of an automobile accident, is a hopeless paraplegic. Her extreme good looks notwithstanding, Miss Darnell is afraid of life and lives with her sister and brother-in-law, working as a waitress in their roadside restaurant and writing unsalable fiction on the side. Her life is one of martyrdom (there are hints she had renounced Duryea so her sister could have him), underscored by her long-time engagement to a buffoon she doesn't love.

The tentative equilibrium is upset when into their lives comes dark-and-smooth Jason, a filling station attendant, with whom Miss Darnell falls in love while he and Miss Domergue also fall in love. Miss Darnell's jealousy eventually drives her to murder Duryea and frame her sister, supposedly leaving her free for Jason. The latter, however, spurns the mixed-up lady and she just as promptly gives herself up to the police.

With such raw material, drama of power can be made. Scriptwriters Hugh Brooke and Hagar Wilde, however, have their characters reacting to extremely petty passions which seldom arouse compassion or sympathy.

Miss Darnell and Duryea succeed in putting some guts into the tale when the action gets down to the fundamentals, especially in the long climactic scene during which the antagonism between the wheel chair case and the unloved spinster come violently into the open. Miss Domergue is effective, too, as the rather spineless wife, and so is Hal Baylor as the buffoon, while Jason is adequate as two ladies' love object.

Co-scriptwriter Brooke produced from his own original story, and Stuart Heisler directed. The color by Pathe Color is good. A title song, "This Is My Love," sung by Connie Haines in a night club sequence, might be used as effective exploitation.

Running time, 91 minutes. Adult classification. Immediate release.

Marcus

(*Continued from page* 1)

government control and his statement that government control would be a lesser evil and far more satisfactory than the "piratical" control as now practiced by the distributors, Marcus said. Commenting on this situation, A. F. Myers, Allied States general counsel and board chairman, stated:

"Last year the big headache was CinemaScope and the various kinds of screens, lenses, and sound connected with it. But the exhibitors at two Allied conventions demonstrated that through organized resistance and affirmative action they could break through the monopolistic barriers with which CinemaScope had been surrounded. As a result, exhibitors today may show CinemaScope pictures with lenses, screens, and sound systems of their own choosing.

"The equipment problem is virtually solved. All present day complaints—exorbitant film rentals, oppressive terms, lack of prints, and delayed availabilities stem from one basic evil—the artificial film shortage.

"The product shortage and the resulting hardships resulting therefrom can be cured by the exhibitors in the same way that they broke the sound barrier—by strong, aggressive, united action at Allied's great 'product convention' in Milwaukee on Oct. 12, 13 and 14, provided they turn out in such vast numbers as to constitute a gigantic exhibitors mass meeting whose voices cannot be ignored and whose influence will be irresistible."

Ed Harris

(*Continued from page* 1)

Ken Winkleymeyer, Boonville, Mo., secretary and Virgil Harrison, Tarkio, Mo., treasurer.

Directors elected from Missouri were J. A. Becker, Independence; James Cook, Maryville (alternate to C. E. Cook); Tom Edwards, Eldon; Harley Fryer, Lamar, and Earl Jameson, Jr., Kansas City.

Kansas directors elected were R. D. Bisange, Augusta; Don Burnett, Larned; Marcus Landau, Horton; John Basham, Topeka, and Paul Ricketts, Holyrood.

Geiger to Represent Bank of Amer. Here

Peter W. Geiger has been placed in charge of the New York office of the motion picture department of the Bank of America, N. T. & S. A.

Geiger was assistant to the bank's special representative in New York for the past four years. Prior to that he was associated with RKO Radio and Edward A. Golden Productions.

The offices of the motion picture department will remain at 1270 Avenue of the Americas.

Weshner to Handle 'Contessa' Sales

David E. (Skip) Weshner has been appointed sales representative for "The Barefoot Contessa" by Figaro, Inc., which produced the United Artists Technicolor release.

Weshner will represent the production company in supervising the distribution of "The Barefoot Contessa," which goes into national release immediately following its world premiere at the Capitol Theatre here.

the big news TODAY from UA

Stanley Kramer Now Shooting America's #1 Best Seller!

NOT AS A STRANGER

with one of the greatest all star casts of recent years

Olivia DeHavilland
Robert Mitchum
Frank Sinatra
Gloria Grahame
Broderick Crawford
Charles Bickford
Directed by Stanley Kramer

Objective: To outgross his last boxoffice blockbuster, "The Caine Mutiny"

LIBRARY OF CONGRESS
0 007 551 608 3